INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 52 December 30, 1985

HAPPY NEW YEAR

GOODBYE 1985, HELLO 1986!!!

Well, another year has quickly passed us by, and so it's time for the IDG Update staff to take a look back at the exciting events which occurred during the past year within the many divisions of IDG's worldwide family.

With the arrival of a new year, we look forward to many new beginnings from which we will find interesting stories to report. We eagerly anticipate the input of each and every one of you concerning your new products, new publications, and new faces.

Wishing everyone a healthy, happy and prosperous New Year!

IDG

CWCI's newest Latin American publication, Computerworld Venezuela, was launched January 31st. The launch was attended by over 300 representatives of the local computer and advertising communities. According to CWCI's Vice President for Latin America, **ERIC HIPPEAU**, "The first 24-page issue of this new publication was ready for the event and received enthusiastic support. Venezuela is one of the pioneers in the use of computers in the region, and is now the third largest Latin American computer market, following Brazil and Mexico.

AL SERVICIO DE LA COMUNIDAD DE INFORMATICA

COMPUTERWORLD VENEZUELA

Bs. 15 Publicación quincenal 21 de enero, 1985 Año I - No. 1

RESOLUCION 611: REGALO DE NAVIDAD

"Venezuela is very, very important"

DIJO KEN ZERBE VICEPRESIDENTE DE APPLE

PLANES PARA FABRICAR MICROS

COMPUTERWORLD apoya protección contra pirateria de software INFORMACION EN LA PAG. 8

COMMUNICATION NETWORKS 1985 drew a record-breaking 10,000-plus people to Washington, D.C. in late January. "CN has fast become the show for industry companies and major telecom users," noted **BILL SELL**, acting Operations Manager for the show. "A year after the AT&T divesture, many users are still uncertain about telecommunications issues. The varied conference program, coupled with a large exposition, provided users with answers to their questions in a matter of a few days. Among the notables speaking at CN were: James Martin, Dennis Patrick, FCC Commissioner, and our opening day Keynoter: Dixon Doll and Harry Newton, noted industry consultants; and Dick Wiley, a former FCC Commissioner, who is also CN's General Chairman.

Peter Rowell, President of IDC, announced that a new International Services Division has been formed to solidify IDC's position as the preeminent market research company in the industry's international market. The division's long-term objective is to consolidate IDC's worldwide research capabilities into revenue-generated, continuous services which offer true international service capabilities. For 1986 the division plans to product detailed country-by-country analysis reports updating the 1981 International Market study, which has been regarded as a "bible" by many IDC clients.

PC World/Espana roared in like a lion this March when a gala cocktail party was held to present this new publication of CW Communications, S.A. in Spain. The successful premiere issue had a total of 132 pages, with more than 60 advertisers taking more than 47 pages of ads. IBM aided in the distribution of the issue by providing new customers of IBM PCs with issues of the magazine through the IBM dealers. PC World/Espana director **JUAN MANUEL SAEZ** noted the much appreciated help of PC World in the U.S. "Without the American magazine, we could never have produced our first issue.

PC WORLD
España
GUIA PARA SACAR
EL MAXIMO PROVECHO
A SU PC
Coleccionable: el software disponible en España.
Tecnología: Sistemas de correo acústico.
Banco de Pruebas: ITT XTRA
Alvaro Polo: El JUNIOR no vendrá a España.
Edición especial de MicroSistemas
MS

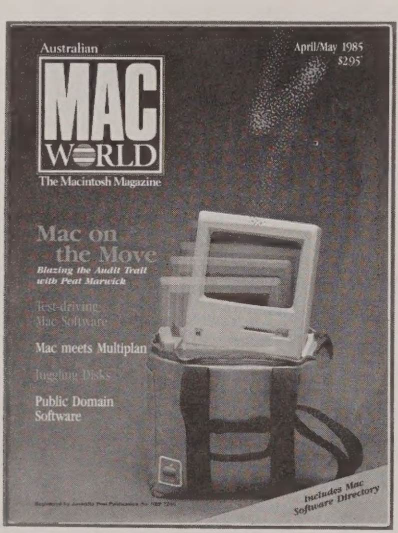
The premiere issue of Golden Mac, a special edition of Golden magazine was released by Micro Presse, S.A., a Division of Computerworld Communications S.A. France. The magazine itself covers four families of software programs; those for management, for the office, for systems utilities, and for leisure-with each section describing the use of each type program. The magazine also details information on software disks, modems, printers and other Macintosh peripherals.

GOLDEN
MaC
170 PRODUITS
LOGICIELS ET
MATERIELS POUR
MACINTOSH

Last year's break-up of American Telephone and Telegraph (AT&T) has created many new business opportunities in the communications industry. It has also created many opportunities for one of CWCI's operating groups, CW Conference Management Group. CW/CMG's largest project, the Communication Networks Show, grew to record size and attendance earlier this year. During the week of April 15th, CW/CMG's successful by-product of the CN show - Network Management Technical Control (NMTC), became a show to remember.

Computerworld do Brasil launched the first issue of PC Mundo, its magazine dedicated to IBM PC compatible computers. Brazil is probably the only Western country where IBM is prohibited from manufacturing and selling its line of PCs. By law, all small computers sold in the country must be built by wholly-owned Brazilian companies. This has led to scored of manufacturers specializing in building CP/M, TRS-80, Apple and look-alikes.

Computerworld Australia has launched yet another publication, entitled Australian Macworld. The magazine is designed to serve the information needs of new users having no experience in personal computers, those slightly familiar with PCs, experienced Macintosh users, Macintosh software developers; and those considering the purchase of a Macintosh.


Australian
April/May 1985
$2.95
MAC WORLD
The Macintosh Magazine
Mac on the Move
Blazing the Audit Trail with Peat Marwick
Test-driving Mac Software
Mac meets Multiplan
Juggling Disks
Public Domain Software
Includes Mac Software Directory

Computerworld Norway launched the first issue of PC Mikrodata on May 15. The magazine is a merge of PC World Norge and Mikrodata. PC Mikrodata aims to interest both the professional PC user and the advanced home computerists. The magazine will continue to fulfill its obligations to the readers of the former Mikrodata magazine by bringing hot news and practical hints that are useful to everyone who is serious about computing. The magazine will also take special care to present information in such a manner that people not previously involved in computing will find useful.

IDC's Financial Services Department signed a $1 million contract with Goldman Sachs, one of the country's leading investment banking and brokerage firms. This was the largest contract in the 21-year history of IDC, which provides the client with access to IDC's domestic computer and telecommunications research information and services for use in the institutional investment community.

On June 30th CW Broadcasting went back "on the air" with a new radio program called "Computerworld." The program is was a call-in talk show devoted to the exchange of information on all aspects of personal computing. The program wass broadcast on radio station WDLW in Boston, Massachusetts on Sunday evenings.

A reception was held in June at the Akasaka Prince Hotel in Tokyo in honor of IDC Japan's tenth anniversary. Two hundred top executives and senior technical personnel of Japan's computer industry leaders, key government officials, and MIS directors of Japanese companies attended the 10th anniversary party.

IDC's UK operations took to the exhibition floor in conjunction with Yates Ventures to participate in the first European Unix User Show, held at Olympia in London. The company's products and services were promoted to the fullest, and everyone involved gained experience from the event.

IDC Australia won the 1984 IDC Chairman's Cup Award for overall management excellence. IDC Australia's growth in sales, profit margin, performance on plan, high renewal rate of services, and low personnel turnover, in addition to a favorable market image, all contributed to their selection as the best-run IDC office worldwide in 1984.

PC Business World is CW Communications Ltd.'s monthly magazine targeted towards the corporate buyers and users of personal computer in the United Kingdom, and it became a weekly tabloid in September.

Making its first appearance in July, 1985, PC Communications appeared as a supplement to CWCI/UK's monthly PC Business World, establishing itself as a separate publication in its own right. It was extremely well received, and should achieve its ambition early in the new year.

PC BUSINESS WORLD SUPPLEMENT

THE FIRST MAGAZINE FOR PC COMMUNICATORS

PC COMMUNICATIONS

SUPPLEMENT

JULY 1985

WHY COMMUNICATE?
How business can profit from PC links 3

THE NEW UK STANDARD
An exclusive review of the Hayes Smartmodem 7

IBM'S PC/VM BOND
The last word in PC-to-mainframe links? 36

LANS SURVEY
IBM's networking plans and the alternatives 17

ELECTRONIC MAIL
Which service is right for you? 29

MOBILE COMMUNICATIONS
The PC and cellular radio 25

PLUS PRODUCTS
The latest in communications hardware and software 38

$1.75 ($2.25 Canada)

The Newsweekly for the Microcomputing Community

InfoWorld

THE RETAIL BUYING GAMBLE

September 2, 1985

Volume 7, Issue 35

Software Piracy Troubles Apple Officials

BY CHRISTINE McGEEVER
REPORTER

Piracy Problem Plagues Corporate Managers

Game Puts Trivia Fans On the Line

Freeware 'Gains Respect' With Corporate PC Users

BY EDWARD FOSTER
SENIOR WRITER

NEWSPAPER

InfoWorld became a newspaper, not a magazine, as of the September 2nd issue. This change brings InfoWorld full circle back to its format prior to October, 1983, when it was published as a tabloid newspaper.

With the newspaper format, InfoWorld is better able to serve the reader with tighter editorial schedules and shorter press time, providing fresher information faster.

In order to reflect the increasing need for central European research support, the IDC Europa Division was split into two distinct operating units in July, 1985. IDC U.K. operates as a country office similar to all other international subsidiaries, while IDC Europe will be the European research, client service, consulting, and marketing center to support each of the country operations, and to be focal point for European-wide negotiations drawing on all resources through the organization.

China Computerworld Monthly was launched in September, and sported 52 pages in magazine format. This publication is a sister publication to China Computerworld, with a circulation of 50,000. The editorial content of the new magazine provides an in-depth look at the Chinese and international computer markets, new products, new technologies, and new software.

計算機世界
CHINA COMPUTERWORLD
18
汉字识别研究的新进展
計算機世界
CHINA COMPUTERWORLD
月刊
monthly
电脑科技新贡献！
TQ0520C
汉字微型计算机系统
SCF

PC World released its record-shattering November issue, with over 280 pages of advertising, the largest in ad pages and revenue in the history of the publication.

The China Computerworld Publishing and Servicing Company, a joint venture between CW Communications and the Ministry of Electronics in the People's Republic of China, celebrated its Fifth Anniversary in Beijing at a grand reception which was held at the Beijing Hotel, with over 600 distinguished guests in attendance.

Computerworld appeared near the top of the list (in 37th place) of Folio magazine's Folio:400 issue, showing total revenues of $55.3 million. This retains Computerworld's position as the largest specialized business magazine of any kind in America. PC World and InfoWorld also made the Folio:400 list in 1985.

CW Publikationen AG in Switzerland launched Computerworld Schweiz early in September, with exceptionally high editorial quality and a high number of advertising pages. Regular publication began on a weekly basis in mid-November.

Late in November, the CW Conference Management Group presented another successful Network Management/Technical Control show in Chicago. The CW Conference Management Group now directs its focus to the Communication Networks '86 show, opening January 27, 1986 in Washington, D.C., with 15,000 people expected to attend.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 15, Number 1 January 7, 1985

IDC & LINK At Videotex Europe

LINK Resources was in the forefront at the annual VIDEOTEX EUROPE Exhibition and Conference held in Amsterdam in November. Attending visitors from all over the world were excited to learn about LINK's expertise in the electronic media markets, and to review their videotex-orientated research.

LAURENT BLIN, European Research Manager for Link, PAUL HOMER, Manager of European Marketing Support, and an interested IDC client at IDC's exhibition booth during Videotex Europe.

The exhibition booth was a combined effort between LINK and IDC's European offices. The staff included HUBERT VAN ONNA (General Manager of IDC Benelux), PETER JANSEN (Marketing Manager of IDC Benelux), LAURENT BLIN (European Research Manager for LINK, based in Paris), and PAUL HOMER (Manager of European Marketing Support).

Continued on Page 3

Yates Sponsors UNIX Forum

Over 350 UNIX software vendors, hardware vendors, and end users gathered in Los Angeles, California recently for Yates Ventures' stimulating 2-1/2 day conference on UNIX applications. UNIX industry leaders from corporate giants such as AT&T, Digital Equipment Corporation, Intel, and NCR exchanged strategic viewpoints with newer market entrants and independent vendors.

The conference, held at the Century Plaza Hotel, treated attendees to 18 different seminars with over 48 speakers. Yates also provided a four-room demonstration area featuring innovative software and state-of-the-art hardware. From the initial

Continued on Page 4

IDC Benelux

Sandra Wesselman **Peter Jansen** **Monique Reens** **Hubert Van Onna**

IDC Benelux began its activities in January, 1983 as an agency of IDC Europa in the United Kingdom. The founding of this agency was initiated by PETER ROWELL, President of IDC, and HUBERT VAN ONNA, Managing Director of IDC Benelux. Due to the growth in activities and its blossoming future, the Benelux agency was transformed into a full-fledged subsidiary of IDC in July, 1984. IDC Benelux expects to double its revenues in 1985, and an impressive increase in sales volume is also expected.

In conjunction with its growth, IDC Benelux is now developing special services. One such success has been the Country Market Report. Based on figures of a Eurocast study, this local market review covers the market of the 15 countries included in Eurocast, opening the market for IDC to small and medium-sized companies who are only interested in the market figures of their own country. In 1985 IDC Benelux is planning to develop the M.I.S. service and to work on an update of the Datafile.

HUBERT VAN ONNA, Managing Director of IDC Benelux, is mainly involved in the managing and sales of Continuous Information Programs. He also executes much time in custom research and marketing consultancy, with his first big sale being an LPS program. Hubert's background includes fifteen years of experience in business marketing and industrial market research. He speaks English, German, French, Swedish, and Dutch. In his free time Hubert reads, experiments in cooking, and cycles along the

Continued

Dutch shores and over the Dutch dikes. Hubert and his wife, Marijke, have a son and daughter.

PETER JANSEN is the Market Manager for IDC Benelux, maintaining frequent contact with potential client companies, and acting as "right hand" to the Managing Director. One of Peter's hobbies is experimenting on his IBM PC portable. As a result of this hobby he has developed a mailing method based on D-base 3, enabling him to "strike the nerve of a specific person within a specific company concerning a specific topic." He is also responsible for standardization of daily affairs on the three IBM PC computers, and can be credited with starting the electronic mail communications in the Benelux office. Peter has nearly completed his studies in informatics and economy at the University of Amsterdam. In his scarce free time he enjoys sailing on his boat, football, and reading.

MONIQUE REENS, Office Manager for IDC Benelux, is constantly in the middle of all office happenings. She is responsible for secretarial activities, and assists with the execution of telephone market research. Monique's success in the collection of bills is quite impressive also. In her free time Monique enjoys dancing, especially tap and jazz.

Marketing Assistant SANDRA WESSELMAN is responsible for a variety of tasks. Mailing list maintenance, press releases, and shipping, as well as all types of secretarial activities, keep her quite busy. She enjoys skiing, knitting, reading, and horseback riding when not at the office.

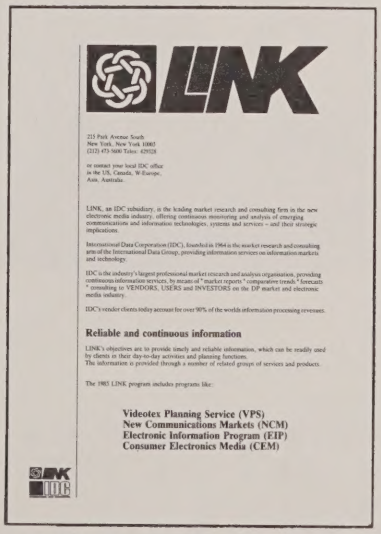
ALAIN COUSIN, the Director of IDC Benelux, a native Belgian, is multilingual in French, Italian, English, and Dutch. Alain's background includes experience in marketing consultancy and market research in the information sector.

More News...

Videotex Europe

From Page 1

At the conference, which was run in parallel with the exhibition, MARTIN LANE, Director of LINK's Videotex Planning Service, spoke on the North American videotex and teletext scene, and participated in a discussion workshop on cable TV.



LINK

215 Park Avenue South
New York, New York 10003
(212) 473-5600 Telex: 429328

or contact your local IDC office
in the US, Canada, W-Europe,
Asia, Australia.

LINK, an IDC subsidiary, is the leading market research and consulting firm in the new electronic media industry, offering continuous monitoring and analysis of emerging communications and information technologies, systems and services – and their strategic implications.

International Data Corporation (IDC), founded in 1964 is the market research and consulting arm of the International Data Group, providing information services on information markets and technology.

IDC is the industry's largest professional market research and analysis organisation, providing continuous information services, by means of * market reports * comparative trends * forecasts * consulting to VENDORS, USERS and INVESTORS on the DP market and electronic media industry.

IDC's vendor clients today account for over 90% of the worlds information processing revenues.

Reliable and continuous information

LINK's objectives are to provide timely and reliable information, which can be readily used by clients in their day-to-day activities and planning functions.
The information is provided through a number of related groups of services and products.

The 1985 LINK program includes programs like:

Videotex Planning Service (VPS)
New Communications Markets (NCM)
Electronic Information Program (EIP)
Consumer Electronics Media (CEM)

LINK
IDC

A special brochure was produced by IDC Benelux which encouraged visitors to enter into specific research and marketing discussions.

UNIX Forum

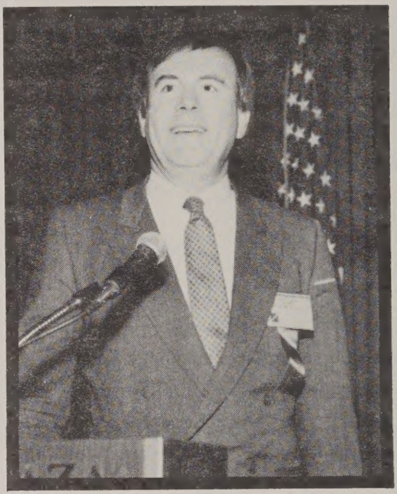
From Page 1

welcoming address by Yates Ventures' President RICHARD HILL on Wednesday morning, to the closing address by IDG's Chairman PAT MCGOVERN on Friday afternoon, the seminar was a tremendous success in providing a dynamic educational forum for UNIX industry members.

Among the speakers of the first day's seminars were JOHN KIEFER, Vice President of Yates Ventures, and AARON GOLDBERG, Director of Micro Systems Services for IDC. JEAN YATES, Founder and C.E.O. of Yates Ventures and the leading UNIX industry market observer, opened the second day of conferences with the latest, most comprehensive UNIX market data available. PETER MARVIT, of Yates Ventures' lab, chaired the first conference of the day, "Yardsticks for Applications."

Janet Taylor, of Taylor Enterprises (left), and MEG RUSTAD, Seminar Manager for Yates Ventures (right), organized the highly successful "Directions '85" forum.

Pat McGovern closed the seminar on the third day with critical insights into the emerging trends of a volatile computer industry. His talk reminded everyone that computer market segments including UNIX, DOS, and VMS, are all dynamically interacting and are, to some degree, dependent on each other. Participants left the UNIX seminar with a better grasp of future market challenges, greater insights into the turbulent state of the industry, and valued contacts with principal UNIX vendors.



IDG's Chairman PAT MCGOVERN tied the UNIX market's concerns in with those of the computer industry as a whole.

Breakfast Sessions A Success

JAY WAGMAN, Director of IDC's Western Region, reports that the first locally produced Western Region Breakfast Sessions on December 11 and 12 in Los Angeles and San Francisco were a huge success. Over 40 prospects and clients in each location gathered to hear HANK JANSON, Director of IDC's Information Systems Services, speak on "IBM Large Systems Strategy," and AARON GOLDBERG, Director of IDC's Micro Systems Research, speak on "PC Strategies." Jay expects that this good showing and the reaction to the talks will help the Western Region's first quarter sales and renewals.

IDG Update

Date:___________

Dept:___________

WHAT'S NEW THIS WEEK IN YOUR DEPARTMENT IN THE AREA OF:

CORPORATE NEWS/BUSINESS DEVELOPMENTS (e.g., new projects started, new services, new publications, sales records, major new contracts, people travelling, etc.)

PERSONNEL PROMOTION/TRANSFER (new job titles, transfers between companies or departments, new promotions, employee awards, etc.)

NEW EMPLOYEES (report name, title, job responsibility, and background of new employees who have joined your company/division)

SOCIAL EVENTS/SPORTS (report here any intra-company or inter-company sporting events, on-site social activities, and related events)

PEOPLE (report here newsworthy events in the lives of employees, such as engagements, marriages, new births, civic recognitions, etc.)

CLASSIFIED (list any classified ads that employees might want to have published in the *IDG Update* "Classified" section)

Please submit to: Carol Famosi, Editor, *IDG Update*, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Telephone: (617) 875-5000, x440. Telex: 951166. Electronic Mail: IDG.C/Famosi. Thank you!

People

Hearty congratulations to IDCer JANET SPARRE who recently announced her engagement to David Bird, originally from Lexington. Janet, with IDC since 1980, was recently promoted to the position of Administrative Assistant with IDC's Database/Telemarketing Sales Team. Her fiance is employed as a Parts Manager for Lawless Chrysler Plymouth in Lexington, Mass. A June, 1985 wedding is planned. Best wishes for much happiness and joy in your new lives together, Janet!

At LINK Resources, Research Director STEVEN SIECK is enjoying a busy conference season while he and his team finish up the 1984 research schedule. At the November annual meeting of the Information Industry Association (IIA) in San Francisco, Steve led a session on expert systems. His most recent engagement was on December 5th at the Mackler Videodisc, Optical Disc, and Compact Disc Conference in Washington, D.C., where he gave a talk on "The Promise of Optical Media for Electronic Publishers."

ANDY BOSE, Director of Microcomputer Market Analysis at LINK Resources, participated in a panel on "The Future of Microcomputer Software" on the opening day of COMDEX in Las Vegas. The panel was organized by the Software Publishers Association (SPA), a non-profit trade organization based in Washington, D.C., which serves the microcomputer software industry. SPA's current membership exceeds eighty companies who are involved in the business of publishing microcomputer software.

In a two-part column entitled "Women in Electronic Publishing" appearing in the September and October issues of Information Today, PEGGY FISCHER, Director of Client Services for the Electronic Information Program at LINK, was selected as one of seven women to represent "the top of the electronic publishing field." These women represent well over a century of information industry experience. They agree that the potential for women's professional activities in electronic publishing are "enormous," "unending," and "unlimited."

On December 11th, IDC Benelux's Managing Director, HUBERT VAN ONNA, participated as teacher in an IBM course for European IBM INS managers. The teaching took place in IBM's International Education Centre in La Hulpe, Belgium. The title of Hubert's part was "Computer Services Environment." Congratulations, Hubert, on your fine contribution to the industry!

Promotions

CWCI is pleased to announce the promotion of JOE KERWIN from Regional Sales Manager to West Coast Sales Manager, responsible for all sales activities and personnel in the eleven western states. Joe's sales efforts since his beginning with Micro Marketworld have been outstanding, and his many years of advertising sales experience brings a high level of expertise to the sales force. Joe works out of Irvine, California, and supervises the west coast sales and support personnel for MMW. Congratulations, Joe!

ELIZABETH MASSENGILL has been promoted to Regional Sales Manager for the New England Territory. With CWCI for five years, Liz spent three years as the Assistant to the Publisher of Micro Marketworld, and began her sales career in the Atlanta territory in November, 1983. During her first year in sales Liz sold 25 of her top 30 accounts and exceeded her sales quota by 41%. Liz will be moving back to the home office during the coming weeks to take over the Northeastern territory. We wish you much success in 1985, Liz.

CWCI's Conference Management Group recently announced the promotion of NANCY HEDGES to Manager, Marketing Services and Administration. Her responsibilities will include development of all CW/Conference Management Group marketing and promotion programs, and supervising the exhibitor sales billing operation and program production. Nancy has been with CMG since 1981, having worked in marketing previously with Integral Data Systems, a computer printer manufacturer. Best of luck, Nancy.

New Employees

CWCI is pleased to announce the appointment of DAVID PRONENKO as District Sales Manager for Micro Marketworld in the Irvine office of Southern California. David was last with Hardcopy magazine, selling advertising space. He brings with him a reputation for hard work and sales success. David previously worked in the retail sales of microcomputers, which gave him an excellent understanding of the trade side of micros. Welcome to the team, David.

A welcomed addition to IDC Deutschland's team is SUSANNE KILIAN. Susanne recently joined our German office in the capacity of Secretary to the Managing Director, ERIK HARGESHEIMER. Welcome aboard, Susanne, and best wishes in your new position.

Anniversaries

One-Year Anniversaries

David Abbot, WGE
Shelly Bakst, IDC
John Boiardi, CWCI
Larry Canale, WGE
Lori Cardarelli, IDC
Denise Caruso, PCI
Peter Cohen, IDC
Wim Cop, CWCI
Darcy DiNucci, PCW
David Dodge, WGE
Mark Doyle, LR
Paul Fitzpatrick, IDC
Patricia Flanagan, WGE
Philip Folsom, WGE
Michael Gionet, CWCI
Jane Holopainen, WGE
Catherine Keefe, CWCI
Barbara Lewis, PCW
Bert Lubbers, CWCI
Jo Muilenburg, PCW
Elizabeth Murphy, WGE
Karin Powell, PCI
Jacqueline Prince, CWCI
William Reed, LR
Andrea Seiff, IDG
Pauline Smith, CWCI
Ida Stroop, CWCI
Nanette Taylor, IDC
Linda Weiner, IDC
Pam Werdler, CWCI

Continued

Two-Year Anniversaries

Viola Carre, PCI
Debbie Colacchio, CWCI
Joan Daly, CWCI
John DeSouza, IDC
Richard Eby, IDC
Loretta Giglione, PCW
Linda Grassby, CWCI
Catherine Gurley, CWCI
Catharine King, WGE
Michele Rabideau, WGE
Elaine Ross, WGE
Warren Witherell, WGE

Three-Year Anniversaries

Dorothy Ferriter, IDC
Neil Kleinman, IDC
Elaine Rabinow, CWCI

Four-Year Anniversaries

Bill Cadigan, CWCI
Neil Kelley, CWCI
Jay Wagman, IDC

Five-Year Anniversary

Jenny Charlesworth, CWCI

Seven-Year Anniversaries

Marina Bonacci, CWCI
Nancy Shannon, CWCI

Eight-Year Anniversary

Maureen Burke, CWCI

Sixteen-Year Anniversary

Mary Trayte, IDC

Etcetera

The IDG Update staff extends it apologies to JULIAN TREASURE, newly appointed Publisher of Computer News. Last week we incorrectly reported Julian's last name in our cover story on the anniversary of Computer News, published by Computer News Ltd. in the U.K. Julian was previously the Display Advertising Manager for Computer News. Our apologies, Julian!

New Address

Micro Marketworld's Atlanta Sales office has moved. Please note the new address:

1400 Lake Hearn Drive
Suite 330
Atlanta, GA 30319

Fitness Focus

Winter Fitness

Don't let the cold winter season spoil your fun and fitness program. There are still outdoor activities to be enjoyed in order to keep fit, as long as you follow some safety precautions.

Walking is one of the best forms of exercise to keep your body fit. Even a 20-minute walk each day is beneficial. For short distances, wear ample clothing. Head protection and warm foot and hand wear are most important. For more strenuous winter exercises or sports, wear clothing that will keep you warm without becoming overheated. If overheating occurs, open your jacket rather than removing your hat or gloves. In cold weather avoid smoking as it constricts blood vessels and brings on mental and physical fatigue. Also, avoid alcohol as it anesthetizes your senses. When planning an excursion make sure someone knows your route and time of return. Be aware of extreme weather forecasts, too.

IDG UPDATE
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John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

ASSISTANT EDITOR

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 15, Number 2 January 14, 1985

Videotex Study Released

IDC France's subsidiary, LINK Resources in France, recently released a study entitled "Les Services Videotex." This study, encompassing the French and European market, is based upon the fact that 1984 saw a considerable surge in the growth of Minitel videotex terminals distributed in these markets, very similar to the growth rate of microcomputer distribution. In this same period, videotex services realized the same rapid growth, largely due to the active presence of the French government in the distribution of terminals.

The introduction of "Les Services Videotex" notes that the French videotex system has made itself the leader among European countries with 400 different services and 300,000 terminals. Great Britain places second, with Belgium and Holland placing third in the field.

This 135-page study contains sections on the history of the development of videotex services, the terminals, types of access by application, free services, an analysis of 15 videotex services, and more.

LES SERVICES VIDEOTEX

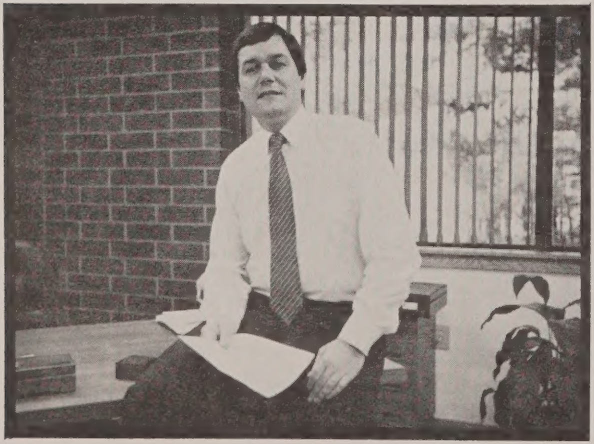
une étude LINK (FILIALE D'IDC)

IDC FRANCE

Spotlight

IDC Corporate Services

PETER ROWELL was appointed President of International Data Corporation in July, 1983, bringing with him sixteen years of experience in the computer industry, and professional expertise in marketing and market research in high-growth industries. Peter had previously joined IDC's United Kingdom subsidiary in 1976, assuming responsibility for IDC in Europe and their only European subsidiary, IDC Deutschland, in 1978. Since then he has organized and built IDC's operations to the extent where IDC is now the largest market research consultancy dedicated to the information industry in Europe. Peter is an authority on international markets and marketing policies, and has advised many European governments and leading suppliers on the subject. Prior to IDC, Peter spent nine years with British Olivetti in various marketing and sales management positions. He obtained his BSC in Electrical Engineering at City of London University, and is a professional member of the Institute of Marketing and the Industrial Market Research Association.



Peter Rowell

JUDY KRAMER, recently appointed to Vice President of Corporate Services, has been with IDC for over eleven years, monitoring and reporting the revenues and expenses of IDC's offices in the United States. She not only works as Executive Assistant to the President, but also coordinates the monthly booking charts for IDC and IDG. Her other responsibilities include interfacing with IDC employees and overseeing the day-to-day operations of the department.

Judy Kramer

LUCY SHEEHAN is Executive Secretary/Administrator to the President and Director of Corporate Services. Lucy joined IDC in March, 1984 after ten years of employment with Honeywell. Along with administrative support, Lucy also handles all of

IDC Framingham staff travel, company functions, billing to all IDC clients for services purchased, employee attendance records, IDC's purchase order system, and other detailed functions. Having just moved to Holliston, Massachusetts one year ago, Lucy enjoys her apartment after living at home for 29 years. She is single and enjoys travel, aerobics, skiing, and summer activities.

Lucy Sheehan

JANET SPARRE is Corporate Services Secretary. Janet has been with IDC for over four years. She presently provides secretarial support to the Corporate Services Department, as well as to Information Services, Enterprise File, and the Professional Services Departments. Janet also handles all domestic and international telexes as part of her daily routine. Before joining IDC Janet studied executive secretarial skills in high school and at college. Part of her work history consists of being a secretary in a job placement firm and also an operator for an answering service firm. Away from the office, Janet enjoys downhill skiing, sightseeing, and cooking. In the summertime she enjoys swimming, horseback riding, waterskiing, and riding her bicycle.

Janet Sparre

Manager of the Master Client File, ANN CLARK, has been a member of IDC for ten years while also taking time off to have two children. Ann was hired in 1974 as one of the first members of the Production Department. Since that time she has been Secretary to the Sales Department and Secretary to Professional Services. She rejoined IDC on a full-time basis in September, and shortly after that she was promoted to her present position. Ann provides the daily maintenance of the CIS Client List which will eventually include all IDC U.S. clients. She maintains the Prospect File, reports on the Sales Call Analysis Reports, and provides Sales with monthly updates on call activity. Ann and her husband own a home in Maynard where they spend time enjoying their children, Sarah, 5-1/2, and Vanessa, 19 months.

Ann Clark

HONEY GERMAGIAN, IDC's Receptionist/Switchboard Operator, arrived at IDC in August, 1982 as a temporary worker, and later decided to accept the challenge of becoming the permanent receptionist. If ever away from the IDC lobby, Honey can be found in the kitchen preparing coffee for the many IDC clients and coworkers. Previous to her employment with IDC, Honey operated the switchboard for five years at SMD Industries in Hopkinton. Living in Mendon, Massachusetts with her daughter Vicki, Honey enjoys canning fruits and vegetables for winter use, and is quite proud of her fourteen fruit and nut trees. She also enjoys knitting and sewing, and has designed and sewn the majorette uniforms for a local high school. She is presently a consultant for Mary Kay Cosmetics, and she spent a week this past summer in Dallas, Texas taking courses on skin care.

Honey Germagian

More News...

CW/P Names 80 Micro Publisher

CW Communications/Peterborough is pleased to announce the appointment of PETER HUTCHINSON to the position of Publisher of 80 Micro: The Magazine for TRS-80 Users. In this position, Peter will be responsible for all aspects of the management of the magazine's business plans, editorial direction, and design.

Peter Hutchinson

Peter came to CWC/Peterborough from Journal Publications of Camden, Maine, where he was employed as Circulation Director, responsible for all circulation activities for two publications -- National Fisherman and Seafood Business Report. Prior to joining Journal Publications, he served as Planning and Operations Coordinator for McGraw-Hill Publications Company in New York City, and acted as Circulation Manager for Data Communications magazine.

CW/P Salesman Of the Year

Paul Boule

CW Communications/Peterborough recently named PAUL BOULE as "Salesman of the Year." Paul, who currently serves as CWC/Peterborough's Advertising Sales Manager for inCider: The Apple Journal, is responsible for selling primarily in the Northeast territory. Paul joined the Peterborough team in April, 1983 as a salesman for Desktop Computing. Previously, he worked for Conway Office Products, Inc. of Nashua, New Hampshire, where he was employed as a salesman responsible for organizing market strategies, advertising budgets, and administrative functions in the Western New Hampshire and Eastern Vermont territories.

People

Congratulations to DOUG BARNEY, Micro Marketworld's Associate Editor, who was married to Lynn Makineu on December 29, 1984 in Fitchburg, Massachusetts. Doug and Lynn spent their honeymoon in New Hampshire on a ski trip. Best wishes for a happy future together!

Best wishes to ED SCANNEL, Senior Writer for Micro Marketworld, who is the proud father of newborn Elizabeth Colleen, born December 14, 1984. Elizabeth weighed 7 pounds, 9 ounces, and was 20" in length. Both Elizabeth and mother, Debbie, are doing well. Warm wishes for much happiness!

Congratulations to VICKIE BAGLEY of IDG on her recent engagement to Richard Harding of Framingham. Vickie is a Secretary in the Chairman's department, and also serves as an Assistant Editor for the IDG Update. Her fiance is employed by Tri-State Business Equipment of Waltham, Massachusetts as a Field Service Engineer. Vickie and Dick plan to be married in September, 1985. Best wishes to both of you for a long, happy life together!

Transfers

LOUISE O'SULLIVAN, previously from CWC/Peterborough's RUN magazine staff, has been hired by Wayne Green Enterprises to head an ad sales campaign for TELE magazine. She has also worked on Microcomputing and Desktop Computing magazines. Louise resides in Harrisville, New Hampshire with her son and two daughters. Away from the office she spends most of her spare time looking after her children and "other family members," which include ducks, rabbits, a horse, and nine puppies! Best wishes for continued success, Louise!

New Employees

GEORGE GRIFFIN is the newest member in the CWCI Advertising Department. George serves as Display Advertising Coordinator. He is the in-house person who receives ads from the Los Angeles and Atlanta sales offices, and sees that these ads appear properly. Prior to working for CW, George worked a summer job at the Saratoga Performing Arts Center as a Media Buyer. There he coordinated and placed all media advertising for SPAC, using daily newspapers and radio stations. SPAC is the summer home of the Philadelphia Orchestra and New York City Ballet, located in Saratoga Springs, New York. George graduated from Bates College in June, 1983 with a B.A. in Music History. He is single and enjoys skiing, biking, and fine arts of all kinds.

IDC is happy to welcome DONALD BELLOMY to its publication staff as Associate Editor of the EDP Industry Report ("Gray Sheet"). Prior to joining IDC, Don's background consisted of teaching American Intellectual History at such colleges as Syracuse University in New York; Washington University in St. Louis, Missouri; and Harvard University in Cambridge, Massachusetts. Don received his Ph.D. from Harvard University in 1980, where he majored in History. Don is married, and in his spare time enjoys reading, classical music, and opera. Welcome to the IDC team, Don!

Wayne Green Enterprises of Peterborough, New Hampshire extends a warm welcome to JOHN WYLIE as Technical Editor of TELE magazine, set to debut during the Spring of 1985. As Technical Editor, he will control the overall technical accuracy of the publication. John and his wife are the proud parents of five children, and have settled in Antrim, New Hampshire where they share a house with two cats and a rabbit. Welcome aboard, John!

Anniversaries

One-Year Anniversaries

Ken Blakeman, CWC/P
Perry Donham, CWC/P
Lee Doyle, IDC
Lynn Fujikawa, PCI
Barbara Sands, IDC
Jeanne Quickmire, CWC/P
Lila Villarreal, PCW
Mike Wozmak, CWC/P

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

January, 1985

TOPIC: PROFESSIONAL DEVELOPMENT FOR THE SENIOR-LEVEL SECRETARY

DATES: February 5th, Marriott Long Wharf, Boston, MA. February 6th, Omni International Hotel, Atlanta, GA.

COST: $155 per person. Group discounts available for teams of 3 or more.

The Fred Pryor Seminars can demonstrate how to become a valuable member of the management team to those who want to make a specialty of the position, or want to move beyond a secretarial job. You will learn the skills for executive success, learn how to increase your value to the company, and make sure your job contributes to your boss' goals. The one-day seminar outline includes, "The Professional Secretary and Your Self Image", "What is Expected of a Good Secretary", "What are Your Aspirations", "Why Communication Skills are Vital", and "Delegation Versus the Prima-Donna Trap."

TOPIC: HOW TO MANAGE ASSERTIVELY

DATE: February 6th, Newton Boston Marriott Hotel, Boston, MA.

COST: $155 per person, group discounts available when three or more enroll.

You can now learn a quick, easy way to manage with confidence without feeling anxious, guilty or "heavy-handed." Good leaders are not born, they are made. You can learn the skills, attitudes and techniques to become an effective leader. This Fred Pryor seminar includes in its outline, "How Traditional Leadership Styles Can Lead to Poor Performance", "How To Recognize and Avoid the Pitfalls of 'Single-Track' Leadership", "How Effective Leaders Shift From Firm to Flexible", and "How to Handle the Most Critical Challenges."

TOPIC: HOW TO WORK WITH PEOPLE

DATES: February 5th, Ramada Hotel Old Town, Washington, D.C. February 12th, Ramada Inn-Logan, Boston, MA.

COST: $155 per person. Group discounts available for teams of three or more.

Fred Pryor Seminars offer this one-day seminar designed for office staff, sales staff, customer service people, secretaries, and supervisors. You will learn how to work with all types of people, how to avoid criticizing others, how to greet people, how to handle shyness,

Continued

how to present ideas persuasively, how to be appropriately assertive, how to say "no" when you must, how to get cooperation, how to get others to listen to you, and so much more.

TOPIC: READING FASTER & UNDERSTANDING MORE

DATES: February 20th, The Halloran House, New York, NY. February 22nd, The Lenox Hotel, Boston, MA.

COST: $175 per person. $150 each when three or more enroll.

Dun & Bradstreet presents a one-day seminar that will make every day of your professional life more productive and more rewarding. This unique seminar is geared to individual needs and participants have more opportunity to develop their potential as speed-readers. Participants do not skim or scan the materials or use their fingers as reading aids. They learn techniques for seeing and understanding the words they read in an entirely different way. The outline includes, "How Fast Can Your Read Now?", "What Type of Reader Are You?", "Basic Concepts to Becoming a Speed-Reader", "Speeding Up Your Thought Process", "Developing Speed and Recall", and more.

TOPIC: MANAGERIAL TECHNIQUES FOR SECRETARIES & ADMINISTRATIVE ASSISTANTS

DATES: February 11th, Holiday Inn West, Manchester, NH. February 12th, The Lenox Hotel, Boston, MA. February 21st, The Halloran House, New York, NY.

COST: $165 per person. $150 each when three or more enroll.

You can learn to build job effectiveness and recognition by using the same principles that help your manager succeed. Dun & Bradstreet offers this seminar to train you to think in management terms as you plan, organize and carry out your responsibilities. The workshop outline includes "Increasing Your Value to Managers by Helping Them Achieve More", "Working Together For Greater Team Success", "Keeping Your Secretarial House in Order", "Using Special Communication Techniques That Produce More Willing Cooperation", and "Handling Conflicts, Crises and Complaints."

NOTE: Should you wish to see any particular type of seminar information appear in Training News, please send your ideas and requests to Vickie Bagley, c/o IDG Update, 5 Speen Street, Framingham, MA 01701. We will try to research these types of seminars so that your many interests may be presented in the IDG Update.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: __________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

Two-Year Anniversaries

Dee Clark, IDC
Linda Drew, CWC/P
Cecile Giguere, CWC/P
Prem Gongaju, CWC/P
Lindy Palmissano, CWC/P
Gale Paterno, CWCI
Joan Witham, CWC/P
Bev Woodbury, CWC/P

Three-Year Anniversaries

Gart Ciocci, CWC/P
Renee Dynan, CWC/P
Mary Jo McSorley, IDC
Dave Rowell, CWC/P
Bob Villeneuve, CWC/P

Four-Year Anniversary

Bonnie Welsh, CWC/P

Six-Year Anniversary

Ken McPherson, IDC

Seven-Year Anniversary

Jeff DeTray, CWC/P

Eight-Year Anniversary

Susan Slater, IDC

Thirteen-Year Anniversary

Joseph Levy, IDC

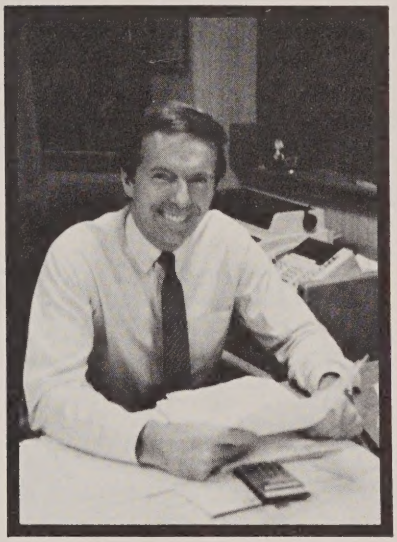
Fifteen-Year Anniversary

William Murphy, IDG

Seventeen-Year Anniversary

W. Walter Boyd, CWCI

Bill Murphy's 15th Year



Bill Murphy

BILL MURPHY, who is celebrating fifteen years with IDG, is Vice President-Finance and Chief Financial Officer for IDG and its subsidiaries. After receiving his B.Sc. in Accounting and an MBA in Finance, Bill completed the Raytheon Financial Management Development Program. He then went on to be Controller of Dynatech Corporation, spent two years working on an acquisition team at W.R. Grace & Company, and served as Corporate Controller of Ventron/Thiokol Corporation prior to joining IDG in January, 1970.

After serving with the U.S. Army 82nd Airborne Divison, Bill enjoyed skydiving until it became too dangerous with all the amateurs taking it up as a sport. Having raced sailboats while in college, he is still waiting for his chance to sail on an America's Cup boat. While waiting

Continued

for IDG to sponsor such a boat, he claims Chairman Pat McGovern promised to sponsor one when the company passed $500 million in revenues.

Congratulations to you, Bill, on your very successful fifteen years with IDG!

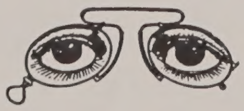
Fitness Focus

Contact Lens in Sports

Contact lenses offer many advantages today over eyeglasses for sports and fitness, thus it is no wonder many people are making the switch. Contacts can improve your sports vision in several ways, claims the American Optometric Association: they don't fog up in the cold, get wet or dirty in the rain, or slide down your nose when you perspire from heat or exertion.

	Hard Lenses	Soft Lenses
Jogging	Dust & dirt can lodge under lens	Little risk of dirt under lens
Aerobics	Sudden head movement may dislodge lens	Slim chance of dislodging lens
Swimming	Lenses don't absorb chlorine. Airtight goggles recommended or may dislodge	Lenses absorb chlorine. Airtight goggles recommended or may dislodge
Biking	Provide clearer vision. Dirt can lodge under lens	Little risk of dirt lodging under lens
Racquet Sports	Clearer vision. More apt to cause corneal tissue damage if eye is hit	Little risk of dislodging. May dry out somewhat. Carry wetting solution

Extended wear lenses have all the characteristics of soft lenses. However, they are more ideal for overnight trips since the person wearing the lenses may leave them in overnight for an extended period of time.



Classified

MAIL CENTER STAFF

CWCI has an immediate opening in the mail center, full-time. Responsibilities will include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories, and a wide range of miscellaneous duties. A willingness to work as a member of a team is required. Dependability is a must. This is an entry-level position with the only requirement being a valid Massachusetts license. To apply, please contact Tony Brown, CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x373.

PHOTO EDITOR -- WEST COAST

InfoWorld's Editorial Department has an immediate opening for a Photo Editor in its Menlo Park, California offices. The Photo Editor will be responsible for researching and acquiring photographs of all kinds to support the magazine's news stories and regular columns and departments; for maintaining regular contacts with daily newspapers, wire services, photo agencies, public relations people, universities, and other organizations capable of supplying photographs; and for maintaining an internal photo file. This position reports to the magazine's Desiger. InfoWorld is looking for someone with a fairly unique combination of experience in both photography and research, or information management. Interested candidates should contact Michael Lowe of InfoWorld at (415) 328-4602, x223.

REPORTER -- WEST COAST

InfoWorld has two openings for reporters in its Menlo Park, California office. Qualifications include experience in writing news. Daily or weekly experience and familiarity with microcomputer topics are very desirable. Contact Mike McCarthy, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602.

SENIOR WRITER

CWCI has an opening for a Senior Writer who will be responsible for writing feature-length and analysis articles. This person will conduct phone and in-person interviews to cover several segments of the marketplace, while building and maintaining contacts in these market segments. Generating story ideas, suggesting art ideas for stories, and writing some news shorts and product announcements is also involved. There is some travel involved covering industry conferences and meetings, while acting as a representative for the publication to vendors and users. A bachelor's degree with at least two years of professional journalism experience is required. Computer industry knowledge is a plus. To apply, send your resume and writing samples to Ann Dooley, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700 x341.

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FOR SALE -- 1975 NOVA

1975 Chevy Nova, 6 cylinder, 2 door, dark blue (some rust) with black interior, power steering, power brakes, AM radio, radial snow tires, and new muffler. The car has just had a tune-up and runs great. Asking $1,000. Call Kristie Van Valkinburgh, CWCI, (617) 879-0700 x566, or after 8:00 pm at (617) 787-0041.

CAR FOR SALE

1977 Chevrolet Nova. 116,000 miles. Engine in excellent shape. New front shocks, new air shocks on rear, two new front tires, two snow tires, new starter, and new brakes all around. Rusty and ugly, but great winter car. $500, firm. Call Mike Anzalone of IDG at (617) 875-5000, x423.

JACKET FOR SALE

Woman's black leather jacket with red leather trim. Wraparound with leather tie belt. Size, small (6-10). Worn twice, asking $100. Call Dee Clark of IDC Framingham at (617) 872-8200, x608.

FOR SALE 1979 MAZDA

1979 Mazda RX-7. White with wine interior, in excellent condition. New stereo, mags, 62K. Below book value at $4850, or best offer. Call Rob at CW/P, (603) 924-9471 x468.

IDG
INTERNATIONAL DATA GROUP

People
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Have you recently...

_____ won an award?

_____ been appointed or promoted to a new position?

_____ made a speech?

_____ participated in community activities?

_____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

NAME: ____________________ DEPARTMENT: ____________________

COMPANY: ____________________ PHONE/EXT: ____________________

ENGAGEMENTS/MARRIAGES:

Name ____________________
Dept./Title ____________________
Spouse's Name ____________________
Date ____________________
Place of Marriage ____________________
Honeymoon? ____________________

BIRTHS:

Name ____________________
Dept./Title ____________________
Spouse's Name ____________________
Baby's Name ____________________
Date of Birth ____________________
Weight, Length of Baby ____________

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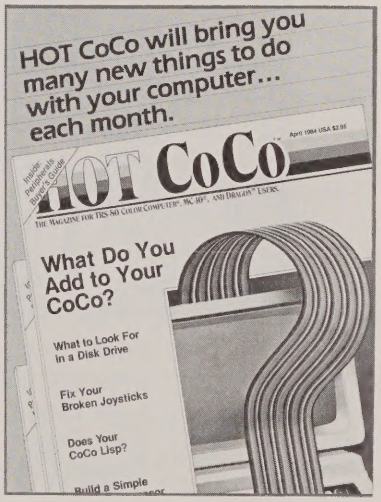
Volume 15, Number 3 January 21, 1985

HOT CoCo Takes 3rd Prize in Contest

CW/Peterborough's HOT CoCo magazine has recently received a Certificate of Merit in the Folio Circulation Direct Mail Awards which were held at the New York Hilton on November 16th. The Folio Awards are an annual contest for direct mail campaigns for all magazines. The magazines are broken down into specific categories separating general and specific magazines.

HOT Coco was entered in the under 50,000 Consumer Special Interest Category for new subscriptions. The judging was done by a group that consisted of Folio magazine editors and other experts in the magazine industry. The award was based on the overall design and copy of the direct mailing packages submitted. The mailer was designed by John Peterson & Associates, who worked closely with CWCI's BONNIE WELCH, Manager of the Direct Marketing Department, and BRENNER FULLER, the Direct Marketing Coordinator.


HOT CoCo will bring you many new things to do with your computer... each month.
April 1984 USA $2.95
HOT CoCo
What Do You Add to Your CoCo?
What to Look For in a Disk Drive
Fix Your Broken Joysticks
Does Your CoCo Lisp?
Build a Simple

CW/Peterborough also submitted packages for RUN and inCider which made it to the finals in other categories. According to Charles Tannen, Publisher of Folio magazine, there were more entries in 1984 than in any previous year, and the entries were of much better quality than in past years. Just being in the finals was a great honor for CW/Peterborough.

Spotlight

PC World Editorial Department

Front row: Karl Koessel, Darcy Dinucci, Harry Miller, Cindy Hamburger, Ken Greenberg.
Back row: Reed McManus, Eric Brown, Wes Nihei, Kate Seger, Jennifer Schassner, Christine Whyte, Robert Luhn.

HARRY MILLER serves as Editor of PC World, and is responsible for final editorial input. Prior to PC World he sold personal computers and wrote system and software documentation for computers of all sizes. Earlier, Harry was a technical writer, researcher, and conference organizer concerned with solar energy and energy-efficient building design. Much of this work was done for the Lawrence Berkeley Laboratory and the U.S. Department of Energy. Harry, born and raised in New York, lives in Danville with his wife, Deirdre, and their large white dog, Odessa. His hobbies include personal computing, working overtime, and magazine editing.

KARL KOESSEL, a Contributing Editor since the first issue of PC World, joined the staff as Technical Editor in September, 1983, and is responsible for checking the accuracy of all technical information in the magazine. He started working with computers when he was ten years old when his father, a computer operator, first showed him how to cut the sides off a cardboard carton to let the trackfeed paper it contained feed unobstructed into a printer. Later in life, Karl held many electronic-related jobs, including auto electrics, sound engineering, and electrical and electronic repair. In 1979 he bought a personal computer and taught himself and daughter Melisa how to use it. (Melisa appeared in PC World's "World View" issue, Volume 2, Number 11.)

Editorial Manager of PC World is CINDY HAMBURGER. As Editorial Manager, her duties range from keeping a lid on the department budget to tracking the whereabouts of manuscripts and editors. Two years ago Cindy left Cambridge, Massachusetts and a career as a portrait photographer for an internship at a national photography magazine in San Francisco. Six months later she accepted a position at PC Magazine to assist in publishing its first Software Review. In her spare time Cindy dreams of the Caribbean Sea and "a job in New York!"

Assistant Editor of PC World is REED MCMANUS. Reed began his career at PC World Communications as Editorial Assistant and then Editorial Manager of PC World Special Editions. Before joining PC World he served as a legal assistant for a San Francisco-based law firm.

ERIC BROWN is an Associate Editor and occasional writer for PC World. Eric started in computers as a word processor operator in 1978, joined PC Magazine as Telecommunications Manager in 1982, and moved to PC World Communications that same year. Eric, an avid frisbee player, will be touring Europe in April, May, and June of 1985, and hopes to visit IDG's European editorial offices.

WES NILHEI serves as an Editorial Assistant who brings to PC World a wide diversity of experience from a seemingly random series of occupations. He has been a bartender, a printer, a librarian, a community organizer, an instructor in Asian American Studies at San Francisco State University, and the project coordinator at a Japanese cultural and community center. When not unraveling the mysteries of the PC, Wes spends his spare time in a variety of outdoor activities, particularly photography, reading science fiction, and "making bad music on a good guitar." A native of San Francisco, Wes is happily married to his wife, Lynn.

Assistant Editor of PC World is JENNIFER SCHAFFNER, and she is responsible for developing and editing copy. She joined the company in January, 1984. Prior to joining PCW, Jennifer was an archeologist in Kiladha, Greece, and a technical writer for Underwriters Laboratories.

CHRISTINE WHYTE, Product Review Editor, has been with PC World magazine since 1982. She reads through the hordes of new product press releases and decides which products to review. Previously she was an editor with

Continued

PC Magazine. Before moving to San Francisco three years ago, Christine was employed as a writer and researcher in Washington, D.C. For many years, Christine's main interests have been traveling in Europe and working as a dancer and choreographer.

Associate Editor in PC World's Editorial Department is ROBERT LUHN. Before coming to PCW, Robert worked as a Market Research Analyst for an educational software firm. A free-lance writer since the age of 15, his articles have appeared in publications such as PC World, PC Magazine, American Film, The Hudson Review, Book Forum, and The San Francisco Chronicle.

KATIE SEGER serves as a Senior Staff Writer for PC World. She joined the company in November, 1982, and is responsible for writing the PC World View section in the magazine, and other stories as assigned. Prior to joining PCW's editorial staff, Katie worked for BBC External Services Radio, The Berkeley Gazette, and PC Magazine.

Associate Editor KEN GREENBERG joined PC World last February as an Assistant Editor. When he first arrived at PC World Communications, Ken was fleeing Bank of America, where he wrapped up two years as a technical writer and editor. Prior to his move to San Francisco in 1981, Ken heeded journalistic wanderlust working on a variety of daily and weekly newspapers, books, and magazines in places such as New York, New Orleans, Hartford, and Fresno. A native of Los Angeles, Ken received a B.A. in Political Science from Claremont Men's College in 1975, and an M.S. in Journalism from Columbia University the following year. Ken lives with his wife, Sara, and their cat, Harry. In his leisure, Ken enjoys playing the Baby Boomer edition of Trivial Pursuit.

Assistant Editor DARCY DINUCCI originally joined PC World Communications as a Copy Editor. When not at work, Darcy enjoys playing Trivial Pursuit.

People

Congratulations to CAROL POLACK of CWCI/Framingham on her recent appointment as Chairperson of CWCI's Publication Operation Committee (POC) for 1985. POC, now in its fourth year, is an ongoing committee made up of key managers responsible for the day-to-day operations related to producing and distributing the various newspapers and magazines published in Framingham. Best wishes to Carol on her appointment, and to all POC members for much success in 1985!

Congratulations to LOUISE DE VRIES LENTSCH, Circulation Manager with CW Communications, B.V. (Amsterdam, Netherlands) on her recent marriage. Nearly everyone from the Computerworld Benelux staff attended the celebration, which was followed by an informal party in one of the typical Dutch sailor bars at the Amsterdam harbor. Warm wishes for much happiness, Louise!

Promotions

Best wishes to HANS BRAGGAAR of CWCI/Benelux in Amsterdam who has been promoted to the position of International Editor. In his job, Hans specializes in subjects like the software industry, the communications industry and subjects related to the IBM environment. Prior to joining CWCI, Hans was employed as a staffwriter for Computable, at that time a leading news and trade journal for the computer community. For more than ten years he worked with the Dutch PTT as a technician, doing test and maintenance work in the field of computer controlled telephone exchanges. In his last two years with the Dutch PTT he was system manager of a small computer center, acting as a service and information center for PTT departments connected to computer controlled telephone exchanges. Good luck in your new job, Hans!

IDC's Data Processing Department is pleased to announce the appointment of MARK CAMARA to the position of Manager of Research Support Services. Previously, Mark has been working with IDC's research users and CWCI and IDG personnel in collecting survey data and producing statistical reports. His other responsibilities include maintaining and enhancing the soon-to-be-released On-Line Research Index System, developing internal support systems, and coordinating activities for the effective utilization of the recently introduced On-Line Datafile. Best wishes for future success with IDC, Mark!

CWCI/Framingham is pleased to announce the appointment of NANCY SHANNON to the Editorial Department. As one of Computerworld's Editorial Assistants, Nancy will be chiefly responsible for all reprint permissions and actual reprints of articles from CWCI publications, as well as all CWCI copyright registrations at the Library of Congress. In addition, she will assist and support the Features Group and Special Reports Group with written correspondence, telephone inquiries, and a variety of clerical/administrative tasks required by both groups. Nancy, previously with CWCI's General Administration Department, has been with the company since 1978. Best wishes in your new position, Nancy!

Transfers

Congratulations to MARY DOLAHER on her recent appointment as Administrative Assistant in the Chairman's Office of IDG. In this position, Mary will work under the direction of the Executive Assistant to the Chairman, and provide administrative and secretarial support to all members of the Chairman's Office. She will also actively serve as Assistant Editor of the IDG Update newsletter. Mary, with IDG since 1982, previously served as IDG's Receptionist, and most recently was IDG's Benefits Coordinator in the Personnel Department. Congratulations on your appointment, Mary, and best wishes for continued success at IDG!

New Employees

The newest member of Computerworld's Classified Sales Department is BILL FONTANA. Bill joined CWCI/Framingham as an Account Executive, and is responsible for procuring new advertising accounts and servicing existing accounts. He previously worked at The Robb Report, also as an Account Executive, where he sold advertising space. Bill, who loves the outdoors, enjoys fishing and hunting, and claims he would "jump at the chance to backpack Yellowstone!" He also enjoys spending his leisure hours water skiing, snow skiing, playing racquetball, swimming, and working out on Nautilus. Welcome to CWCI, Bill, and best wishes for much success!

ROBERT MARTIN has been hired to run the offset press at Wayne Green Enterprises in Peterborough, New Hampshire. Prior to joining WGE, he worked at NCR in Peterborough on the rotary press. Rob spends his spare time caring for his 3-1/2 year old son, lifting weights, and three-wheeling on the trails of Fitzwilliam, New Hampshire, where he makes his home. Welcome to WGE, Rob!

CWCI extends a hearty welcome to KEN CHRISTOPHER as Advertising Assistant in CW's International Marketing Service West Coast office. In this position, Ken will be responsible for keeping client lists updated, recordkeeping on CW/IMS activities, and placing orders for space with CWCI's international publications. Prior to joining CWCI, he was employed by Blank & McCune of Iowa City as a secretary. A 1978 Economics graduate of Grinnell College in Grinnell, Iowa, Ken enjoys playing bridge, going to the opera, cooking, and entertaining in his spare time. Welcome aboard, Ken!

Another welcome addition to the WGE team is LOEUM ROS, who joins the company as a bindery press worker. Loeum comes to New Hampshire from Cambodia, and has been in the United States since June of 1983. Presently a student at ConVal High School, he resides in West Peterborough, New Hampshire with his sister. Best wishes, Loeum!

IDC's Consulting Group is happy to welcome KATHY ROCO to the team. Kathy provides secretarial support for the group. Prior to coming to IDC, Kathy worked with Digicomp Research Corp. in Ithaca, New York as an Administrative Assistant and Sales Secretary. Kathy attended Tompkins-Cortland Community College with a major in Business Administration. She intends to finish college part-time starting in the fall of 1985. Kathy, now residing in her hometown of Natick, Mass., enjoys travelling, the ocean, cooking/eating, and music.

Anniversaries

One-Year Anniversaries

Lorraine Brien, CWCI
Robert Dunn, PCI
Marcia Farrington, IDC
Carol Levy, PCW
Douglas Sanborn, CWCI
Philip Semler, PCW
Karen Tierney-Dopson, IDC
Marguerite Watt, PCI
Mark Winther, LR

Two-Year Anniversary

Laura Smith, CWCI

Three-Year Anniversary

Douglas Cummings, LR

Five-Year Anniversary

Jonna Yager, CWCI

Etcetera

WGE Offers Discounts

Wayne Green Enterprises, a wholly-owned subsidiary of IDG, is offering a 20% discount off normal retail prices at its Instant Software Centers to members of International Data Group and its subsidiaries. Interested employees may also receive an additional 10% discount off "special or sale" prices, including special order items which the Instant Software Stores do not normally carry in stock. The Instant Software Stores carry such items as books, computers, diskettes, modems, paper and printers, protection devices, ribbons, and software. Stores are located in Wellesley, MA; Boston, MA; Acton, MA; Nashua, NH; Hudson, NH; and Keene, NH. In order to receive this discount, please contact Susan Perry, Personnel Manager of IDG, at (617) 875- 5000, extension 407. You will be issued an identification card verifying that you are an employee of IDG or its subsidiaries.

Computer Museum Tickets

IDG's Personnel Department is holding complimentary tickets to The Computer Museum, located at Museum Wharf in downtown Boston, Massachusetts, for interested employees of IDG and its subsidiaries. The Computer Museum, an international museum and archive for computing history, aims to design exhibits that will dramatically illustrate the story of the information revolution and its roots, through videotapes, interactive displays, and recreations of vintage computer installations. For more information, please contact Susan Perry of IDG at (617) 875-5000, x407.

Classified

SECRETARY/RECEPTIONIST

IDG has an immediate opening for a Secretary/ Receptionist with good organizational abilities and office skills to assist several departments with secretarial functions as well as serve as the receptionist. Duties will include answering and routing incoming calls, greeting visitors, and typing, as well as performing special projects and duties as assigned. The ideal candidate will have at least one year of office experience, be well organized and detail-oriented, possess good typing, communication, and grammatical skills, and enjoy a fast-paced environment. Interested candidates should contact Janet Ingrando at IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x433.

SALES SECRETARY

CWCI has an opening in their Atlanta regional sales office for a Sales Secretary/Assistant. This position reports to the Regional Manager for Micro Marketworld. Responsibilities include: handling correspondence for the company's Regional Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other clerical duties as needed. The position requires telephone contact with clients, so strong verbal skills and a good telephone manner are essential. The successful applicant must be organized, flexible, and able to function with a minimum of supervision. To apply, call Art Shields, CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x594.

COPY READER

CWCI has an opening in the Editorial Department for a Copy Reader. Duties will include proofreading page proofs, headline writing, editing news copy for grammar, consistency and style, and working with an electronic, CRT-based computerized system to edit stories and electronically paginate Computerworld pages. A sharp eye for detail and the ability to work under pressure of daily deadlines are required. An excellent grasp of spelling and English grammar is a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send resume, including salary requirements, and one-page sample of expository writing (no calls, please) to: Charlotte Ziems, Chief Copy Editor, CWCI, 375 Cochituate Road, Framingham, MA 01701.

PHOTO EDITOR -- WEST COAST

InfoWorld's Editorial Department has an immediate opening for a Photo Editor in its Menlo Park, California offices. The Photo Editor will be responsible for researching and acquiring photographs of all kinds to support the magazine's news stories and regular columns and departments; for maintaining regular contacts with daily newspapers, wire services, photo agencies, public relations people, universities, and other organizations capable of supplying photographs; and for maintaining an internal photo file. This position reports to the magazine's Desiger. InfoWorld is looking for someone with a fairly unique combination of experience in both photography and research, or information management. Interested candidates should contact Michael Lowe of InfoWorld at (415) 328-4602, x223.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

REPORTER -- WEST COAST

InfoWorld has two openings for reporters in its Menlo Park, California office. Qualifications include experience in writing news. Daily or weekly experience and familiarity with microcomputer topics are very desirable. Contact Mike McCarthy, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602.

CAR FOR SALE

1978 Datsun B210, standard, white, four-door, AM/FM radio. Some rust, needs some work, but in good condition. $1,200 firm. Call Nancy Langmeyer, CWCI Framingham, (617) 879-0700, x599.

1980 MAZDA FOR SALE

1980 Mazda 626, five-speed, four-wheel drive, AM/FM radio, 79,000 highway miles. In very good condition. Asking $3,500. Contact Bill Cadigan, CWCI, (617)879-0700, x261.

Fitness Focus

WINTER SAFETY

HOME SAFETY

- Keep outside steps and walkways free of snow and ice
- Take frequent rests when shovelling snow
- Keep stepladders in good repair; never overreach or stand on top step
- Make sure your furnace has been serviced and is working properly
- Use proper kindling not flammable liquids to light wood stoves or fireplaces. Make sure chimneys are clean, dampers are working properly. Do not store extra fuel or other combustibles nearby. Use proper screens in front of fireplaces to prevent sparks from flying. Let the fire burn out before retiring for the night.

SKATING

- Ice should be at least 4 inches thick
- Don't skate alone on lakes or ponds
- Keep well away from thin bubbles, cracks, etc.
- As a rescue kit, carry two 4-inch spikes for use as ice awls
- Look for and obey warning signs
- Avoid skating on lakes and ponds close to spring break-up

APPLIANCE SAFETY

- Keep feet and hands clear of snowblower blades
- Don't refuel machine when engine is hot, or running
- Take extreme care in handling gasoline. Spillage on exposed skin in cold weather can cause immediate freezing to the skin
- When using workshop tools, use personal protective equipment
- Be sure all tools and equipment meet the same safety standards as those at work, including electrical requirements
- Have frayed power cords repaired or replaced
- Check tool operation before use
- Store tools properly
- Use a professional electrician for your electrical repairs

WINTER AUTO CHECKLIST

- In addition to a winter tune-up, have the steering and brakes checked and adjusted, if necessary
- Check the battery charging system; keep terminals clean and tight
- Keep windshield washer filled with antifreeze solution; have window defrosters, wipers and washers in good working order

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

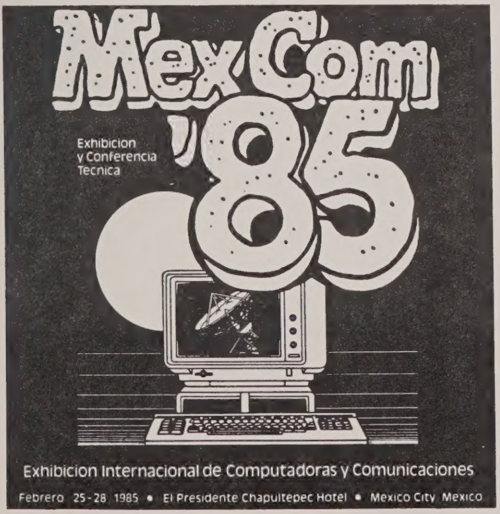
IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 15, Number 4 January 28, 1985

Latcom & CWCI Team Up

CWCI/Mexico has teamed up with Latcom, Inc., an IDG affiliate, to score a success with "MexCom 85," an exhibition to be held in Mexico City. The exhibition, scheduled for February 25-28 at the El Presidente Hotel, is sold out. Both computer and telecommunications firms are participating. The conference program has been directed by ABELARDO PEREZ UZCANGA, Editor of Computerworld Mexico, and is co-sponsored by CWCI's CompuMundo, and Latcom's Spanish publication, Comunicaciones.


MexCom '85
Exhibicion y Conferencia Tecnica
Exhibicion Internacional de Computadoras y Comunicaciones
Febrero 25-28 1985 • El Presidente Chapultepec Hotel • Mexico City Mexico

Continued on Page 6

IDC Announces SEMS Program

IDC Headquarters in Framingham was recently visited by NEIL KLEINMAN, Vice President of Manufacturing Services for IDC, whose mission was to introduce IDC's new program -- Scientific Engineering & Manufacturing Services (SEMS).

IDC's new SEMS team at announcing party. From left to right: MARSHA BROOKS, DEBORAH KELLY, NEIL KLIEMAN, LYNNETT WERNER, and ADAM ZAIS. Back row: PETER COHEN, and TONY FRISCIA.

Continued on Page 6

IDC Deutschland

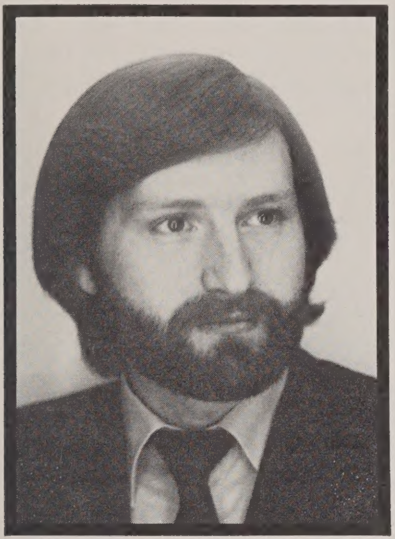
Managing Director of IDC Germany is ERIK HARGESHEIMER. Erik, who joined IDC in 1982, started his career in the computer industry with IBM. His background also includes working as Education Manager at BULL, Director of Sales at Honeywell, and Marketing Manager at MAI.

Erik Hargesheimer

INGRID GOEDECKE, Assistant to the Managing Director, is responsible for the entire administrative, marketing support, and public relation functions at IDC Germany. Prior to joining IDC Ingrid was engaged in the exciting field of development aid for the Third World, a job which complied with her interest in travelling to foreign countries. In her leisure she enjoys listening to classical music, collecting antiques, jogging, and skiing.

Ingrid Goedecke

GERD ROTHER is responsible for all market research activities at IDC Germany, starting with a continuous information service for the microcomputer industry called "Mikroskop '85." Prior to joining IDC Gerd was engaged as a consultant in a well-known German software house, where he performed market studies and advised hardware vendors and system houses in quantitative and qualitative aspects of marketing. He also consulted users in configuring hardware and software for both commercial and technical data processing systems. He obtained his professional experience in the market research area working for three years as a marketing consultant at A.C. Nielsen. In his spare time Gerd enjoys listening to and performing music -- mostly jazz and classical music from India, China, Persia, and Arabia. (His tomcat, Karl, likes the music -- his cat, Sarah, does not!) He also enjoys photography, and is generally fond of travelling to foreign countries.



Gerd Rother

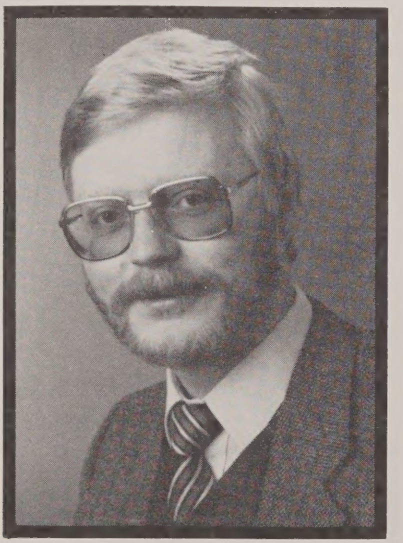
Secretary for IDC Germany since October 1st is SUSANNE KILIAN. Susanne's background includes attending a language school for two years, where she studied English and French, finishing as a foreign correspondent. She later went to Hamburg, where she was offered a job at the German Shipowners' Defense Association. Two years later she returned to her hometown, where she worked as a waitress in a Greek restaurant, as an assistant for Atari at the Hamburg Fair, and as an assistant to a manager of General Electric in Frankfurt. Susanne is 22 years old, and claims her favorite hobbies are modern music, reading modern poetry, and knitting pullover sweaters for good friends.

Susanne Kilian

ANDREAS DRIPKE, freelancer at IDC Germany since August, 1983, serves as Editor of IDC's EDP Deutschland Report. Andreas, who also founded his own company, is a well-known publisher and author of computer books and software for minicomputers. Although he is only 22 years old, Andreas has already written 20 books about computer games and programming tools. His software packages are also proving very popular, with 20,000 copies of his "ExBasic" already sold -- 50 copies sold in the U.S. In his spare time Andreas is studying economics, concentrating mainly on marketing and export. His hobbies include business, horseback riding, and ham radio.

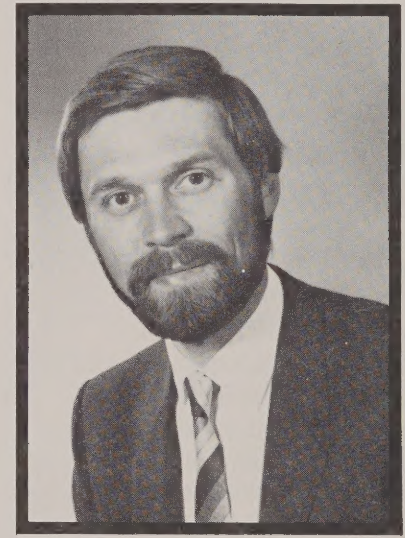
Andreas Dripke

Consultant KARL-HERMANN ZIMMER has been a member of the IDC Germany staff since the middle of September. At present he serves as Assistant Editor of "Markt INFO Service," IDC's second German newsletter. In this function Karl-Hermann is responsible for gathering "hot news" for the newsletter by studying press releases of German vendors, international computer and business press, and other sources, such as IDC's various international newsletters. Prior to joining IDC he worked as a teacher for several years in both child and adult education. He also had nine months training in computer programming and systems analysis. Karl-Hermann is the father of a 21-month-old son, Matthias, who is his favorite leisure time occupation. He also enjoys wandering, cooking, and German chansons in his leisure.



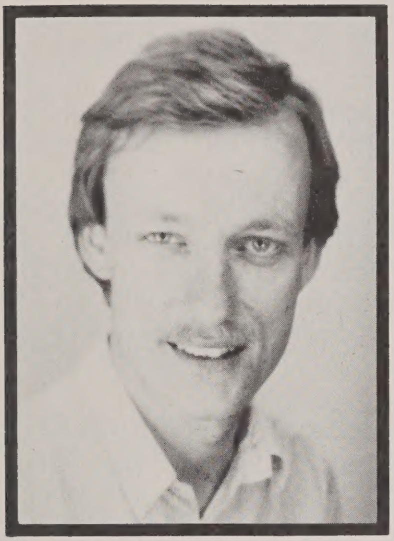
Darl-Hermann Zimmer

HANS LOGES, freelancer with IDC Germany since 1983, has more than 18 years of professional experience in the EDP business, including software development, marketing, sales, and management. After studying engineering and economics, he was employed by IBM. He later joined Honeywell, where he worked for ten years in the minicomputer area. Prior to Honeywell, Hans was responsible for a regional sales subsidiary of Kienzle, a German data processing vendor. In 1980 Hans started his own consultancy business, and is now working for the DP industry mainly as a consultant for strategies, marketing, and sales support. In addition, he serves as a lecturer at the universities of Augsburg and Kempten.



Hans Loges

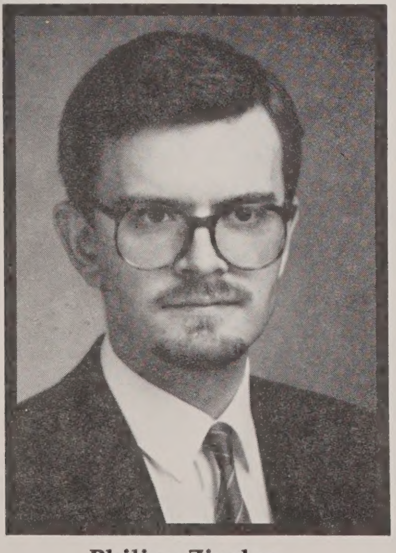
MICHAEL WORTZ joined IDC Germany recently as a Consultant for MIS clients. In this function he is the Librarian of IDC Germany, and is responsible for keeping the MIS clients informed and answering telephone inquiries. In the near future he will begin writing local IDC reports. Before joining IDC Germany, Michael studied law and spent nine months at an EDP training school where he was trained in programming and systems analysis. Michael is an enthusiastic "Minicooper" fan and is very fond of motorbike riding.



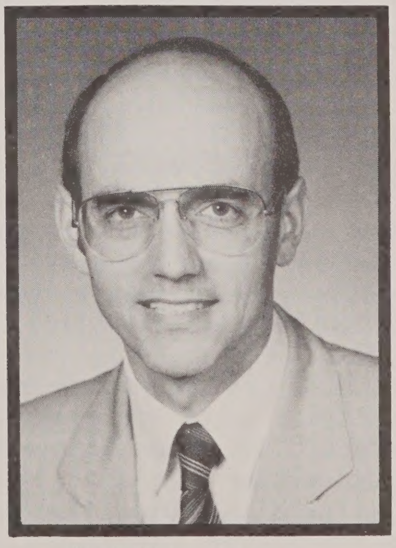
Michael Wortz

PHILIPP ZIEGLER recently joined IDC Germany as an agent for IDC's Switzerland office. Philipp, who founded his own company in 1983 in Schaffhausen where the famous Rhine Falls are located, is concentrating on market research and marketing consultancy for international vendors and distributors in the electronic field. He was previously employed as an electronic expert in a laboratory, as a field sales engineer for Motorola, and as a sales manager for several Swiss distributors of electronic components. He holds an MBA in Economics, and attended several commerce schools and marketing and management institutes. In addition to his work for IDC, he is a lecturer on marketing at a famous school in Zurich. In his spare time Philipp enjoys playing tennis and squash.

KARL-HEINZ MAYER recently joined the IDC Germany team to head up IDC's Austrian agency. Prior to joining IDC, Karl-Heinz worked at his family-owned flour mill as a Managing Director. He also was employed at Kienzle Data Systems as a Branch Manager and, before that, he spent nearly ten years with IBM, first as a Systems Engineer and later as a Market Research Analyst with worldwide responsibility for all banking industry products. Born in Austria, Karl-Heinz received a Business Administration Degree from the Vienna School of Economics. Karl-Heinz and his wife, Inez, have two sons, seven and ten years old. In his leisure he enjoys reading, listening to classical music, and talking to good friends. Now and then he likes to face the



Philipp Ziegler



Karl-Heinz Mayer

challenge of adventure sports, like alpine skiing and offshore sailing, but for the near future, IDC Austria will be his foremost challenge.

More News...

Latcom & CWCI Team Up

From Page 1

Latcom, Inc. has the mission of tracking communications developments in the Caribbean and Latin America. It publishes market analyses, organizes exhibitions and conferences, and prints a Spanish telecommunications magazine.

The next stop for Latcom is in Caracas, Venezuela for VenCom, scheduled for June 11-14 at the Caracas Hilton. Tom Will, President of Latcom, Inc., and ERIC HIPPEAU, General Manager of CWCI/Brazil, are coordinating the CWCI participation at VenCom that will tie the new Computerworld de Venezuela into conference and editorial participation. Immediately following VenCom, Latcom will sponsor an informatics conference on the Island of Curacao, Netherland Antilles, from June 15-16, 1985. Since the Netherland Antilles are a Dutch possession, Latcom has been asked to speak on "Electronics Development in the Caribbean" in Amsterdam in November of 1985.

Latcom, Inc. will round out the year with its exhibition, "CaribeCom," in San Juan, Puerto Rico, September 18-20. Participating in all the above are U.S.A., Canadian, Japanese, and European electronic firms. Tom Will welcomes any suggestions on how Latcom can work with other IDG divisions interested in the Caribbean and Latin American regions. Tom says that besides speaking Spanish, Caribbean society also speaks British English, French, and Dutch. The sunshine and the white beaches in the Caribbean speak for themselves.

Latcom, Inc.'s headquarters are located at: 4135 Laguna, Coral Gables, Florida 33146. Telephone: (305) 667-5150; Telex: 80-7557.

IDC Announces SEMS Program

From Page 1

SEMS was formed through the combination of IDC's Pacific Technology Center in California and CIMS in Framingham. SEMS provides continuous information services, custom consulting, and multi-client research in the areas of factory automation, design engineering, and decision support graphics. SEMS clients are the heads of manufacturing, engineering, or technical computing groups, rather than MIS managers. Reports range from industry studies, to technology studies, to technical application studies.

Neil is the initiator of SEMS, with TONY FRISCIA as its Director. Others in the group include: ADAM ZAIS, PETER COHEN, and MARSHA BROOKS from IDC/Framingham; and DEBORAH KELLY and LYNNETT WERNER from IDC/Santa Monica.

All Picos Are Not Created Equal

WGE's February issue of PICO magazine offers an in-depth examination of two important and different picocomputers -- Hewlett-Packard's HP-110 and Sharp's PC-5000.

This month's issue of PICO will also boast three new columns, all providing the concise, accessible kind of information business people need to get the most from their laptop computers. "Basic 101" offers programming tips to help expand your pico's horizons; the "WordWorks" column helps newcomers decipher computer jargon, and "The Help Menu" answers readers' questions about laptop computers and computing in general.

Also included in PICO's February issue are views on the Data General/One, NEC's Starlet briefcase computer, Chattanooga Systems' software utilities for the TRS-80 Model 100, and Sigea Systems' Telecommuter software, as well as information on the latest pico technology, and a discussion of the controversy surrounding the use of laptop computers on airplanes.

PICO

The Briefcase Computer Report

In-Depth Reviews

The HP 110

Stunning engineering doesn't come cheap. . .

Sharp PC-5000

Is it sharp enough. . .?

Chattanooga Systems

Their software's right on track. . .

3 NEW DEBUTS

Sord, Texas Instruments and DataVue joined NEC in introducing new picocomputers at Comdex. Read about these new machines in MarketPlace, Page 37.

NEC Wishing Upon Its Starlet

by Amee Eisenberg
PICO staff

NEC's new pico, the Starlet, shines with an array of options and built-in features. It's a sophisticated, powerful machine with a lightweight frame—and a very reasonable price tag.

People

Grace Polishook Retires

GRACE POLISHOOK, Bookkeeper at IDG, has announced her retirement after seventeen years with the company. Grace began on April 17, 1968 as the company's first full-charge bookkeeper, opening ledgers from worksheets for CWCI and IDC, and manually handling deposits and payroll for CWCI when CWCI and IDC were much smaller operations.

Grace is presented a comical posterboard that represents the Computerworld publication. Left to right: LOU POLISHOOK, PAT MCGOVERN, GRACE POLISHOOK, BILL MURPHY, TED BLOOM, and JACK EDMONSTON who designed the posterboard.

During the past 17 years Grace has seen much change and growth within IDG, CWCI, and IDC. She initially worked in Newtonville with only a handful of employees, where IDC and CWCI covered just one floor of the office building. Grace later moved to the Waltham office, but when the company outgrew even that, she returned to the offices in Newtonville to continue her work. The Accounting Department eventually moved to its present location at 5 Speen Street in Framingham.

Due to the computerization of the bookkeeping process, Grace had the opportunity to work only three days per week, beginning in October, 1983. In her new time schedule and among her responsibilities she handled the bank statements for CWCI and entered the general ledger on the computer system.

Grace states that she is looking forward to having more time to travel with her husband of 43 years, Lou Polishook. He is a retired attorney who enjoys keeping active with daily jogging and visits to the gym. Grace and Lou will also be able to visit their son, daughter, and grandchildren more often. Although she will miss her friends within the company, Grace is looking forward to her well deserved retirement, and hopes to become more involved in enjoying activities for which she previously had no time.

Best wishes, Grace, and congratulations on such a successful career! You will be greatly missed by all of us!

Promotions

CWCI's Editorial Department is pleased to announce the appointment of GLEN RIFKIN as Update Editor. Glen originally joined CWCI as a Staff Writer for CW's Office Automation. He was promoted to a Senior Writer position in January, 1984, and received another promotion to Senior Editor in the Special Focus Publications Group in December of the same year. Glen has also written columns for the Boston Herald American Sunday magazine and the Boston Phoenix. Congratulations, Glen, on your successful efforts at CWCI!

Best wishes to JEAN KANE on her recent promotion to the position of Manager of Marketing Communications at IDC. In this position Jean will be working with each program director to develop effective direct marketing campaigns. Her primary responsibility will be to establish and maintain the continuity and direction of all IDC promotional materials. Best of luck, Jean!

CWCI's Direct Marketing Services announces the promotion of TERI HEGARTY to Assistant Marketing Manager. Teri joined CWCI as Direct Marketing Administrative Assistant in February, 1983, and worked her way up to managing the Computerworld, InfoWorld, Micro MarketWorld, and On Communications direct marketing mailing lists. Keep up the good work, Teri, and best wishes in your new position!

Congratulations to CHARLOTTE ZIEMS on her recent promotion to the position of Chief Copy Editor for Computerworld. She joined the staff as a Copy Editor in 1983, and was promoted to Assistant Chief Copy Editor in January, 1984. Congratulations on your promotion, Charlotte, and best wishes for continued success!

Hearty congratulations to CWCI's LORY ZOTTOLA on her recent promotion to the position of Assistant Chief Copy Editor for Computerworld. Originally hired in

April, 1984, she was promoted to Level II Copy Editor in September, 1984. Good luck in your new position, Lory!

Best wishes to CWCI's PATRICIA HEAL who has been promoted to Level II Copy Editor for Computerworld. In this position Patricia will be responsible for management of the Special Reports section of Computerworld. Patricia began employment at the Copydesk at CWCI in July of 1984. Congratulations on your promotion, Patricia!

Transfers

Congratulations to TOM BURKE of IDC's Data Processing Department, who has assumed new responsibilities within the group. Tom, a Programmer with DP, will now be interacting with the Enterprise File staff in analyzing and defining system requirements, and developing solutions in support of IDC's Enterprise File. Best wishes for continued success at IDC, Tom!

New Employees

CWCI's Focus Department is pleased to welcome LEE WHITE, the new Senior Writer. Lee will be working on writing feature articles, news articles, and product spotlights for Focus, which will concentrate on different topics each month. Prior to coming to CWCI, Lee worked at Wright Line, Inc. as an Office Automation Analyst, where he provided training, support, and analysis on mainframe, PC, and word processing equipment. Lee received his B.A. from the University of Rochester, majoring in English. Lee is married, and lives in Charlton, Massachusetts. In his spare time he enjoys cooking and restaurant antiques, travel, and his own IBM PC. Lee and his wife spend an inordinate amount of time keeping a 250-year-old farmhouse habitable. He says that it's not a hobby -- it's a "survival tactic."

DAVID PRONENKO is the newest member of CWCI's Micro Market World. He is the new District Manager in charge of ad sales for the West Coast. David comes to CWCI from Hardcopy Magazine, where he served as an Account Executive in ad sales. He is presently attending Orange Coast College, majoring in Marketing. In his spare time David enjoys all sports, especially weight training and snow/water skiing.

IDC's Data Processing Department extends a hearty welcome to newcomer ROBERT EDWARDS. Bob, a Computer Programmer with Client Services, will be responsible for fulfilling client orders and being responsive to the internal requests of IDC users for data-based information. He will also be developing programs for the IPL mainframe system utilized by the IDC DP Department. Bob recently received a Certificate in Business Computer Programming from Computer Processing Institute of Woburn, Massachusetts, and is a 1974 Bachelor of Arts graduate of Tufts University of Medford, Massachusetts. Presently residing in Lexington with his wife and two children, he enjoys music in his leisure. Welcome to the team, Bob!

Welcome aboard to KEVIN BRENNAN, new Computer Programmer in IDC's Data Processing Department. In this position Kevin will be responsible for fulfilling client orders and being responsive to the internal requests of IDC users for databased information. He will also be developing programs for the IPL mainframe system utilized by IDC DP. Kevin, a 1969 graduate of Stonehill College, received a Certificate in Business Computer Programming from the Computer Processing Institute of Woburn, Massachusetts. Kevin lives in Brockton, Massachusetts with his wife and four children. In his spare time he enjoys playing basketball. Welcome to IDC, Kevin!

Anniversaries

One-Year Anniversaries

Mary Ann DePietro, PCW
Paula Foss, CWCI
Kenneth Greenberg, CWCI
Olga Greenwood, CWCI
Nanci Grindlinger, IDG
Annie Beth Mitchell, CWCI
Bart Rhoades, PCW
Donna Sparrow, IDC

Two-Year Anniversaries

Corrine Kody, IDC
Beverly Wolff, CWCI

Four-Year Anniversary

Joanne Boiardi, CWCI

Six-Year Anniversaries

Carol Polack, CWCI
Donna Vautour, IDC

Fitness Focus

The Drink Of Champions

Water is the most essential nutrient in our diet. One can survive for a month or longer without food, but one won't live much beyond a few days without water.

Water flows in all body fluids to include blood and tears. It lubricates the joints, aids food digestion, and regulates body temperature.

How much do you need? Thirst is a good signal, but isn't always enough. One should drink at least six to eight glasses of liquid a day, to include water, juices, soups, milk, and other fluids. Drinks with a lot of caffeine or alcohol can actually increase your water need because they have a diuretic action. Lastly, physical exercise also increases one's demand for water even more.

Etcetera

The staff of the IDG Update welcomes and encourages input and stories from all employees. Please address correspondence to: IDG Update, International Data Group, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701, U.S.A. Telephone: 617-875-5000; Telex: 95-1166. Please note our new OnTyme mailbox address now available for electronic mail correspondence: IDG.UPDATE.

Classified

TELEPHONE RESEARCHERS

The IDC Telemarketing Department at Speen Street in Framingham, is seeking bright-eager people to collect market data by phone. Flexible daytime hours. Call (617) 872- 8200 and ask for Dot Lanciloti x288.

IDG UPDATE

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Terri Russo
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Rick Buroni
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FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

ADVERTISING ASSISTANT

CWCI has an immediate opening in the International Marketing Department. This position will report to the General Manager. applicants should have some advertising experience. Responsibilities include: assisting with daily activities related to international advertisement placements, typing insertion orders, sending out acknowledgements and electronic messages to the appropriate publications, preparing invoices for clients, supporting the Advertising Coordinator in all capacities, and helping the department with numerous projects when they warrant attention. This person will be trained to have a general understanding of all the CWCI publications. Please send resume to Diana La Muraglia, General Manager, International Marketing Services, CWCI, 375 Cochituate Road, Box 880, Framingham, MA 01701. No phone calls, please.

LIST RESEARCH MANAGER

CWCI has an opening in their Direct Marketing Department. CWCI is looking for an aggressive "self-starter" with a lot of initiative to help develop and acquire mailing lists for numerous direct marketing activities. Qualified candidates should be detail oriented, well organized, have excellent negotiating skills, and be able to work with a wide variety of people. Some sales, telemarketing, or list rental experience is desirable. Interested candidates should forward resumes to: Janet Reilly, Marketing Manager, Direct Marketing Services, CWCI, 375 Cochituate Road, Framingham, MA 01701. No phone calls will be accepted.

SECRETARY/RECEPTIONIST

IDG has an immediate opening for a Secretary/ Receptionist with good organizational abilities and office skills to assist several departments with secretarial functions as well as serve as the receptionist. Duties will include answering and routing incoming calls, greeting visitors, and typing, as well as performing special projects and duties as assigned. The ideal candidate will have at least one year of office experience, be well organized and detail-oriented, possess good typing, communication, and grammatical skills, and enjoy a fast-paced environment. Interested candidates should contact Janet Ingrando at IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x433.

REPORTER -- WEST COAST

InfoWorld has two openings for reporters in its Menlo Park, California office. Qualifications include experience in writing news. Daily or weekly experience and familiarity with microcomputer topics are very desirable. Contact Mike McCarthy, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602.

WANTED -- WINTER VACATION HOME

Reasonable lodging for one week for two near Killington, Stowe, or Sugarloaf. Specific times needed are between February 2nd through February 14th, or March 2nd through March 14th. Please call Pam Gendreau of IDC at (617) 872-8200, x211.

IDG

INTERNATIONAL DATA GROUP

People
People
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Have you recently...

_____ won an award?

_____ made a speech?

_____ completed a course?

_____ been appointed or promoted to a new position?

_____ participated in community activities?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

NAME: __________

COMPANY: __________

DEPARTMENT: __________

PHONE/EXT: __________

ENGAGEMENTS/MARRIAGES:

Name __________
Dept./Title __________
Spouse's Name __________
Date __________
Place of Marriage __________
Honeymoon? __________

BIRTHS:

Name __________
Dept./Title __________
Spouse's Name __________
Baby's Name __________
Date of Birth __________
Weight, Length of Baby __________

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 6 February 11, 1985

CW/Venezuela Launched

CWCI's newest Latin American publication, Computerworld Venezuela, was launched January 31st at a cocktail party at the Caracas Hilton. The launch was attended by over 300 representatives of the local computer and advertising communities.

According to CWCI's Vice President for Latin America, ERIC HIPPEAU, "The first 24-page issue of this new publication

Continued on Page 3

AL SERVICIO DE LA COMUNIDAD DE INFORMATICA

COMPUTERWORLD VENEZUELA

Publicación quincenal 31 de enero, 1985 Año I - No. 1

RESOLUCION 611: REGALO DE NAVIDAD

PLANES PARA FABRICAR MICROS

COMPUTERWORLD apoya protección contra piratería de software INFORMACION EN LA PAG. 6

"Venezuela is very, very important"

DIJO KEN ZERBE VICEPRESIDENTE DE APPLE

Online Datafile

IDC is pleased to report that the beta tests for the on-line domestic datafile have been successfully completed to serve clients that require immediate access to the file. IDC's Datafiles have been around for the past fifteen years, but have just recently been put on-line.

IDC's Worldwide Computer Installation Datafiles are comprised of detailed and up-to-date descriptions of over 150,000 computers installed at more than 85,000 working sites throughout the United States. The file is used primarily as a tool to identify areas of sales prospects, and to perform market analysis. The Datafile is continually updated and expanded from personal interviews and survey questionnaires with EDP managers. These files are utilized for sales prospecting, product planning, and strategy development, and have become a valuable tool for hundreds of organizations in the industry.

Continued on Page 3

73 Magazine Advertising Sales

This week's issue of IDG Update features the hardworking Advertising Sales team of CWC/Peterborough's 73 Magazine.

73 Magazine's Advertising Sales Manager is JIM GRAY. With CWC/Peterborough since July of 1980, Jim came to 73 from Ham Radio, where he was employed as Assistant Advertising Sales Manager. Jim is a registered Patent Agent in the United States and Canada, and has spent 24 years with Corning Glass Works in sales, engineering, and patent law. Some of Jim's hobbies include flying, photography, and writing. In addition, he holds an Extra Class License in amateur radio, and has been an active amateur radio operator since 1950.

ROSS KENYON serves as Sales Representative for 73 Magazine. Ross started with CWC/Peterborough in 1979 in the Instant Software Design Department, and later was promoted to Manager of the Printing Department. Shortly thereafter, he transferred to the Production Department where he handled color stripping. After a short period in that department, Ross learned of an opening with 73, and he jumped at the chance to become its Sales Representative. Married, with two children, Ross presently resides in Jaffrey, New Hampshire. In his leisure he enjoys professional clowning, fishing, and ham radio.

Jim Gray

Ross Kenyon

NANCY CIAMPA has a variety of responsibilities within the 73 Magazine Advertising Sales Department, such as functioning as an ad coordinator, collection manager, and sales representative for the publication. Nancy returned to her home in New England in April of 1978, at which time she began working for 73 Magazine. Prior to joining CWC/Peterborough, she lived and worked in Charleston, South Carolina. Nancy's leisure-time activities include singing, swimming, shopping, and traveling to new places of interest.

Nancy Ciampa

More News...

CW/Venezuela

From Page 1

was ready for the event and received enthusiastic support. Venezuela is one of the pioneers in the use of computers in the region, and is now the third largest Latin American computer market, following after Brazil and Mexico."

Managing Director and Publisher of Computerworld Venezuela is KALMAN VON VAJNA NAGY. Kalman has held various managerial positions at IBM during his seventeen years with the company. He brings to CWCI a detailed knowledge of the Venezuelan computer market, of which he is very well acquainted.

Computerworld Venezuela, currently a controlled publication to be published every other week, has a targeted paid circulation of 5,000 copies for 1985.

Online Datafile

From Page 1

The On-Line Datafile, which will be updated quarterly during 1985 with monthly updating beginning in 1986, has been developed using Sperry's MAPPER application software. The on-line capability is being made possible through a time-sharing arrangement with the Sperry Corporation in Blue Bell, Pennsylvania. The system will be running at Sperry's Service Bureau until mid-1985, at which time it will be moved to Boston. This system has been designed to be a very responsive menu-driven query system utilizing CRTs with full screen formatting and attached printers for hardcopy output. Clients will be charged on a per-use basis with a small monthly minimum charge.

The on-line system was developed for IDC by Dan Couture, who has been working on the system as a Consultant to IDC for the past year and a half. Dan is currently Vice President of Applications for Zonaduan, which is

Continued

the local service company where the on-line file will be maintained. JIM REYNOLDS, Director of Sales for the Datafile, said that initial sales reaction to the new system has been "extremely positive."

People

IDC announced a new professional and management level within its organization, effective January, 1985. This not only reflects the status of the company in the industry, but also enhances its position of providing the highest level of client interaction. Listed below are those appointed, with new titles.

WHIT DODSON	V.P.-IDC Washington Research
ROBERT FROST	V.P.-Central Region Sales
CHARLIE GRECO	V.P.-Financial Services
JACK HART	V.P.-Professional Services
NEIL KLEINMAN	V.P.-Manufacturing Services
JUDY KRAMER	V.P.-Corporate Services
LINDA LOMBARDI	V.P.-Eastern Region Sales
STEVE SIECK	V.P.-Electronic Services/Link
MARC VISCONTI	V.P.-Vendor Services
JAY WAGMAN	V.P.-Western Region Sales
TOM WILLMOTT	V.P.-User Services

LARRY BISHOP	Director-Production
TIM CAFFREY	Director-SMOS Program
TONY FRISCIA	Director-CIMS Program
RAYLENE JORGENSON	Director-Federal Sales
DOT LANCILOTI	Director-Telephone Consulting
EVAN MOLTZ	Director-Microcomputer Programs
ANN MORLEY	Director-Software Services
KIM MYHRE	Director-CIR & OAM Programs
JIM REYNOLDS	Director-Database Sales
NINA RICCI	Director-Corporate Marketing
DAMIAN RINALDI	Director-SASI Program
CHRIS SMITH	Director-Datafile Maintenance
GEOFF TANHAM	Director-Marketing/Washington
RON SHUGAN	Director-CSP Program
MARK WINTHER	Director of NCM Program/Link

Promotions

Computerworld Communications S.A. in France is pleased to announce the promotion of FABIENNE GUEBIN as Assistant to the Advertising and Classified Departments for *Le Monde Informatique*. Fabienne held the post of standardist for LMI for one year, and with her promotion two new employees have arrived to assume her previous responsibilities: SANDRA SITBON, who works during the morning, and MARY ANN CARPENTER, who works during the afternoon. Congratulations!

Congratulations to MARION KIBBEE, who was recently promoted to Director of International Services for CWCI. In her new position Marion will be responsible for the CWCI worldwide financial reporting system, involving 57 publications in more than 20 countries, and will be the central point of communications between CWCI U.S. operations and foreign offices. She will also function as budget administrator for all aspects of foreign operations in the U.S. Marion will continue to serve as Executive Assistant to Walter Boyd, President of CWCI, in various administrative duties. We wish you good luck in your new responsibilities, Marion!

New Employees

NADINE PHAUS is a new member of the *Le Monde Informatique* staff as a Journalist Assistant. She is also busy working on the IBM PC, sending and receiving electronic mail messages. Nadine received her Degree in Social Science and Economics, and then went on to study English and Spanish. She then decided to pursue a career, and has been especially busy caring for children with special problems. Welcome to the team, Nadine!

Welcome to ALIZA BIGEARD, a recent new member of Le Monde Informatique's offices in France. Aliza works in the Classified Advertising Department, after spending three years with Les Echos newspaper in the Classified Ads Department. When not at work, Aliza enjoys all water sports and jogging.

IDG is happy to welcome LINDA BOWES as its new Receptionist and Secretary. In her new job Linda will be answering and routing incoming calls, greeting visitors, and typing and performing special projects as they arise. Before coming to IDG Linda worked for Technical Aid Company as a temporary employee. Linda resides in Franklin, Massachusetts, and in her spare time enjoys dancing, gardening, travel, and roller coasters. Welcome aboard, Linda.

Computerworld Communications S.A. in France welcomes RENE-PIERRE BALME, Journalist for Le Monde Informatique. Rene's background includes studies in physical chemistry, and eight years working in data processing services, training for Air France Airlines. Among his accomplishments, two of Rene's written works concerning computers have been published in France. Welcome aboard, Rene!

In correction of a recent error Lee White, a new employee featured in the IDG Update dated January 28th, is Mrs. Lee White.

Anniversaries

One-Year Anniversaries

Vickie Bagley, IDG
David Beebe, WGE
Claude Bril, CWC/France
David Corcoran, WGE
Robert Dukette, WGE
Deborah Fickling, CWCI
Robert Gerches, CWCI
James Kendrick, WGE
Bradley Kent, WGE
Herma Kervran, CWC/France
Mary Kristoff, PCW
Joy Martin, WGE
Bernard Neumeister, CWC/France
Wesley Nihei, PCW
Jean Pellandini, CWC/France
Christine Porter, IDC
Marta Schulze, WGE
Edward Warner, CWCI
Kenneth White, WGE
Elaine Whitney, WGE
Stephen Zamierowski, IDC

Two-Year Anniversary

Anthony Brown, CWCI

Four-Year Anniversaries

Nicole Adda, CWC/France
Christiane Alamarguy, CWC/France
Beatrice Couperie, CWC/France
Francois Chaussonniere, CWC/France
Jenny de Montaigne, CWC/France
Jacques Tillier, CWC/France

Six-Year Anniversary

Alice Coronellà, CWCI

Ten-Year Anniversaries

Marion Kibbee, CWCI
Richard Priante, CWCI

Etcetera

Please note that for anyone wishing to make a donation to the Ron Frank Scholarship Fund, CWCI will match their donation. Send a copy of your cancelled check to Marion Kibbee at CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701, and your donation will be matched.

New Address

Please note that IDC Norway has the following change in address effective immediately:

International Data Corp. Norge
Info-Rama
Ringeriksveien 184
Postboks 598
N-1301 Sandvika
Norway

Telephone: 02 547141
Telex: 72680 INFRA N

Fitness Focus

Cold Weather Tips

With the dead of winter upon us, here are a few tips to help stay comfortable and safe during the cold weather.

- In severe cold weather, let a faucet drip at the point furthest from the main water source to prevent pipes from freezing. If, despite your efforts, pipes do freeze, leave taps open to allow for expansion. Never use a blow torch to thaw frozen pipes.

- Make sure your car is "winterized" and keep the battery properly charged and the anti-freeze at an adequate level. Make sure you have an ice scraper, small shovel, and emergency supplies (first aid kit, blanket) in the trunk.

- Try to stay on main roadways when travelling in poor weather. Keep the gas tank full to prevent icing, and also to add additional weight for traction.

- Have your furnace, fireplace, and heating ducts cleaned each fall. Never leave space heaters unattended, and never use your stove top or oven for heat supply.

Classified

WAREHOUSE WORKER

CWCI needs a part-time person to work 20 hours a week at their warehouse. Duties will include the storage and retrieval of supplies, promotional materials, etc. at the facility. Responsibilities will include keeping accurate records and inventories, keeping the storage organized and neat, and for coordinating with other departments in terms of their needs and future plans. The ideal candidate will be able to work with a bare minimum of supervision, and will possess a valid Massachusetts driver's license. Interesed candidates should contact Tony Brown at CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x373.

ASSISTANT EXECUTIVE EDITOR

Micro Marketworld has an opening for an Assistant Executive Editor in the Framingham office, starting March 1. This person will assist the Executive Editor by editing news and feature stories, working with reporters, and coordinating pages with production. In addition, the assistant is in charge of soliciting, editing, and processing payment for all free-lance assignments. Some news and feature writing may be required. This person should be highly organized and enjoy juggling several tasks at once. The ability to work independently is essential, but the Assistant Executive Editor also must be able to work well with a staff of reporters. This person must be able to write clearly, edit copy for content and style, and work well under deadline pressure. A minimum of two years experience reporting and editing for a daily or weekly newspaper or magazine, and at least some knowledge of the microcomputer industry is required. Candidates should forward cover letter, resume, and salary requirements to: Katy Gurley, Executive Editor, CWCI, 375 Cochituate Rd., Framingham, MA 01701.

MAILROOM SUPERVISOR

IDC has an opening for a Mailroom Supervisor. This individual will be responsible for day-to-day supervision of mailroom activities and personnel. Must have mailroom experience and a working knowledge of postal regulations and air freight shipping systems. Supervisor will also be responsible for managing the postage meters and ensuring prompt handling of all outgoing correspondence. For further information, contact Larry Bishop, IDC, 5 Speen Street, Framingham, MA 01701 (617) 872-8200, x603.

GRAPHIC DESIGNER

CWCI's Art Department is looking for a Graphic Designer to join the staff. This position will involve working with freelance artists and photographers, and you will be required to generate much of the art work in-house. You will be required to learn about the high tech field and translate it into visual information. CWCI would like candidates to have three years of solid design experience; and skills in illustration and photography would prove very useful. Please send resume and salary history to Tom Monahan, Art Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701. No phone calls, please.

ART DEPARTMENT ASSISTANT

CWCI's Art Department is looking for an Assistant, a master in mechanical art who can think very quickly. The position requires building and obtaining props for photoshoots, researching and ordering photos and permissions, doing a lot of board work, keeping records, and whatever else comes up. Candidates should be able to produce clean, camera-ready art work, and enjoy impossible assignments. An art school background is preferred. Please send resume and salary history to Tom Monahan, Art Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701. No phone calls, please.

ADMINISTRATIVE ASSISTANT

IDC's User Services Department is seeking an efficient and ambitious Administrative Assistant to perform many varying tasks. Responsibilities include client and inquiry tracking, list processing, program marketing support, and limited administrative inquiries. The position encompasses various administrative functions, such as typing, filing, answering phones, and interacting with executive level clients. This position requires flexibility and the ability to work with a close-knit team. Interested persons should forward a resume to Corinne Kody at IDC, 5 Speen Street, Framingham, MA 01701. No phone calls, please.

ADVERTISING ASSISTANT

CWCI has an immediate opening in the international Marketing Department. This position will report to the General Manager. Applicants should have some advertising experience. Responsibilities include: assisting with daily activities related to international advertisement placements, typing insertion orders, sending out acknowledgements and electronic messages to appropriate publications, preparing invoices for clients, supporting the Advertising Coordinator in all capacities, and helpin the department with numerous projects when they warrant attention. This person will be trained to have a general understanding of all the CWCI publications. Please send resume to Diana La Muraglia, General Manager, International Marketing Group, CWCI, 375 Cochituate Rd., Framingham, MA 01701. No phone calls, please.

TELEPHONE RESEARCHERS

The IDC Telemarketing Department at Speen Street in Framingham, is seeking bright-eager people to collect market data by phone. Flexible daytime hours. Call (617) 872- 8200 and ask for Dot Lanciloti x288.

CLIENT SERVICES REPRESENTATIVE

IDC's Information Systems Planning Service program has an immediate need for a Client Services Representative. This person will be charged with acting as an interface to Fortune 500 and government clients; handling telephone inquiries, both research and the presentation of information; tracking frequency of telephone inquiry topics; and gaining an understanding of computer technologies and their related marketplaces. The position requires a Bachlelors Degree, general knowledge of computer systems, and a willingness to work with a close-knit team. Interested candidates should forward a resume to Corinne Kody at IDC, 5 Speen Street, Framingham, MA 01701. No phone calls, please.

PROSPECT LIST COORDINATOR

IDC is seeking a full-time data entry person to assist Manager, Master Client, and Prospect Files. Job duties will include maintenance of company's prospect file now being developed -- entering information onto computer terminal, verifying names and addresses, dealing with direct mailing houses, coordinating promotional mailings, and other duties associated with this position. Candidate must be a very good typist, have some experience working on a computer terminal, and possess a pleasant telephone personality. If interested, contact Ann Clark at IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x327.

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Rick Buroni
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Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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IDG UPDATE

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Jean Broderick	*CWCI/Chicago*
Noreen Browning	*PC World*
Jill Chanin	*IDC/Santa Clara*
Jenny Charlesworth	*CWCI/Framingham*
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Eckhard Utpadel	*CWCI/Germany*
Hubert van Onna	*IDC/Netherlands*
Jay Wagman	*IDC/Santa Monica*
Debbie Waters-Colacchio	*CWCI/Framingham*
Karen Weston	*IDC/Framingham*
Kris Wicka	*IDC/Europa*

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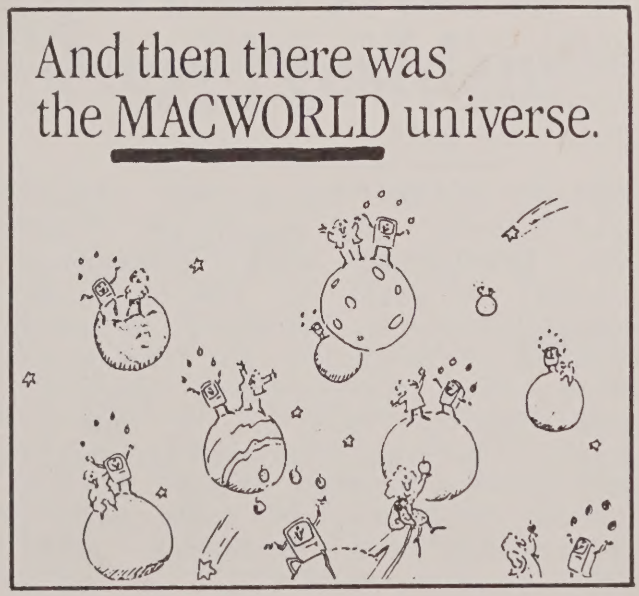
Volume 15, Number 5 February 4, 1985

. . . And Then There Was Macworld

On February 21st to the 22nd, PC World, in conjunction with Mitch Hall Associates, will bring you the first Macintosh computer show ever in celebration of one year of the Macintosh computer and of Macworld magazine. The MACWORLD Expo has been specifically designed to provide you with all the information you need to let your creativity and productivity soar with the Macintosh. The conference presents you with a world of Mac knowledge not available anywhere else. At home, in school, or at the office, you will come away from the MACWORLD Expo with a wealth of tips, techniques, insights, guidelines, how-to's, and checklists Attendees will also have a chance to apply their new-found expertise right on the spot.

The first day of the Expo will be devoted entirely to discussing topics of particular interest to the trade, press, and corporate user. Throughout the day there will be seminars on "The Outlook for the Macintosh in the Office," "Developing Software for the Mac: Opportunities and Pitfalls," and "The Outlook for the Macintosh in the Home and School."

Friday and Saturday will be packed with topics that range from "Getting Started" to "Hands-On" to "State-of-the-Art" workshops. During these days visitors will learn what software is available for the Mac for use in the home, office, and school; tips on using the Mac in small businesses; how to interface the Mac with other Apples; when and how to use MacBasic; and much more!



Continued on Page 3

Spotlight

Macworld Editorial Department

From left to right: J.E. Arcellana, Janet McCandless, Erfert Nielson, Kearney Rietmann, Adrian Mellow, Dan Farber, Heidi Mitchell.

Editor of Macworld is KEARNEY RIETMANN. Before joining the Macworld team, Kearney was the Editor of Special Editions at PC World Communications, and an Associate Editor at PC Magazine. She is also the author of Language from Nine to Five, a textbook on business writing and management, published by Prentice-Hall.

DANIEL FARBER serves as Associate Editor for Macworld. Dan, who joined PC World Communications as part of the original Macworld team, writes, assigns, and edits articles for the magazine, and also takes part in planning the content of the issues. He has degrees in multimedia and comparative literature. Dan claims his favorite activities are "drinking coffee and reading non-computer magazines."

Assistant Editor at Macworld is ADRIAN MELLO. Adrian develops article ideas, works with writers, and writes and edits articles. His ambition is to be the first magazine editor to use a Mac on a space shuttle mission. Prior to joining the Macworld editorial team he was a member of the staff of PC World, where he helped create the software and hardware reviews. Adrian's hobbies include watching television, reading car magazines, and exploring shopping malls.

ERFERT NIELSON is Macworld's Assistant Editor. With the magazine since its launch, Erfert's primary responsibility is collecting information about new products for the Macintosh. She has a B.A. in Fine Arts from the University of Colorado, and enjoys creating graphics on the

Macintosh computer. Erfert's leisure-time activities include kayaking, skiing, bird watching, playing chess, and tending her collection of carnivorous houseplants.

JANET MCCANDLESS is the Editorial Manager for Macworld. In this position Janet manages the flow of copy to keep the editorial process on schedule. She also prepares contracts for authors, submits invoices for payment, and maintains author and article databases for the Editorial Department. Janet's previous work experience has ranged from working at day care centers, to researching and writing papers on environmental issues for law firms.

J.E. ARCELLANA serves as Copy Editor at Macworld. An M.A. graduate from Stanford University, he was an Editor at the Berkeley Unified School District for five years, and a producer at Channel 2 for two years. He has also worked as a freelance writer and photographer, and has taught English as a second language. In his free time J.E. likes to go backpacking and cycling. He has done extensive traveling in Europe, Southeast Asia, and other parts of the world. He is presently doing educational work about the Philippines.

Assistant to the Editors at Macworld is GALE "HEIDI" MITCHELL. Prior to joining the Macworld Editorial Department, Heidi received her B.A. in Sociology from the University of California/Berkeley, and has been taking computer courses for the past three years. In her spare time she likes to travel, and has been involved in numerous volunteer and community activities. Heidi's hobbies include reading, hiking, games, and flea markets, as well as being active in the Jewish community.

More News...

Macworld

From Page 1

Other points of interest will be the Mac-Art Gallery, which will be the showing of about 30 of the best entries (including several contest winners) from the Macworld magazine art contest. There will also be an Exhibitor's Party on the night of February the 21st.

Meet InfoWorld's New President

WALTER BOYD, President of CW Communications, Inc., is pleased to announce the appointment of TOM CASALEGNO as the new President and Publisher of InfoWorld, the personal computing weekly magazine published from the offices of Popular Computing, Inc. in Menlo Park, California. "Tom is quite familiar with our company and its operating philosophy. This will make for an orderly transition," stated Walter.

Continued

Tom, who replaces recently-resigned TOM KOTHMAN, comes from the position of Publisher of Micro MarketWorld at CWCI. Tom has been with CWCI since 1979 when he joined as President and Chief Operating Officer of The Conference Company. In July of 1980, he was made Managing Director and Vice President of Micro MarketWorld, and in 1983 was appointed Publisher of Micro MarketWorld, being responsible for the great turnaround that the magazine has since enjoyed.

Before joining CWCI, Tom worked as group advertising manager at the Hewlett-Packard Computer Systems Group in Cupertino, California, having previously held positions with other high tech companies. Tom is a native Californian, being raised in the San Jose area. "With Tom's proven talents as a publisher, we expect a very successful 1985 for InfoWorld," stated Walter.

People

PETER HOLM, CWCI's Production Director, was recently a featured speaker at a printing seminar, entitled Intertech '85. Sponsored by the Graphic Arts Technical Foundation in Pittsburgh, Pennsylvania, the show and seminar focused on the emerging technologies of electronic publishing. Over 200 representatives of the printing industry attended a panel discussion, which included Peter's talk, "Today's Publishing Requires Electronic Teamwork." Congratulations on this fine accomplishment, Peter!

Warm wishes to IDCer NANCY MORRISSEY on her recent engagement to Steve DiPalma. Nancy is employed in IDC's Data File Department as a Research Associate, and Steve serves as Business Manager for Custom Leasing in Watertown, Massachusetts. The happy couple plan to wed on September 7, 1985. Congratulations, Nancy!

Promotions

Best of luck to JOHN GALLANT in his new position as Senior Editor for the Software Department at CWCI. John joined the CWCI staff as a writer in 1983. He had been working as a Correspondent for the Middlesex News, and as a News and Feature Writer for the WGBH Teletext News Project. He held both jobs while completing work on his Master of Science Degree in Journalism at Boston University. As a staff writer, John wrote more than his share of product and application stories, and also produced a number of orginal by-lined articles of unusual depth. John was promoted to Senior Writer in June, 1984, and continued to concentrate in software, in addition to covering trade shows, producing Q&A's with industry figures, writing news stories, and constantly increasing the amount of orginal work for the Software/Services Section. With his flair and standard of excellence, John was finally promoted to Senior Editor.

Congratulations to RAYMOND PETSCHE, who has just been promoted to PC World Advertising Services Manager. Ray will be responsible for managing all collateral material, reader service, comp/promo maintenance, trade shows, and most data management activities. Prior to this new position Ray was Marketing Associate for PC World. Good luck in your new position, Ray!

Hearty congratulations to PAUL KORZENIOWSKI, who has just been promoted to Senior Writer. Paul joined Computerworld in December, 1983. He had been working as an Assistant Editor at Digital Retailing magazine, where he concentrated on exploring trends in the microcomputer industry. Before joining Digital Retailing he was a documentation specialist with Commercial Union Insurance Company, where he wrote a HIPO programming standards manual, a data dictionary manual, and maintained the data dictionary for a Cobol-based application system running in an IBM environment. Paul also spent one year editing an internal newsletter for Shawmut Bank. Paul has put all of this experience to excellent use as the primary backup for the Senior Editor-Microcomputers. He has capitalized on his extensive technical knowledge of microcomputers, and has shown a talent for zeroing in on original microcomputer stories of particular interest to our corporate readership. In addition, he has contributed stories to and written thought-provoking columns for the Micro section, stepped up his conference coverage, made a number of site visits, and produced an occasional manager profile. Most recently Paul wrote a top-notch series of first user stories and a Product Spotlight on micro DBMS.

CWCI is pleased to announce the promotion of CHERYL ALEITHE from Department Assistant to Assistant to Print Buyer. In the past year Cheryl has learned much about print purchasing. In her new position she will be responsible for purchasing one and two color printing, scheduling and monitoring jobs with outside vendors, and for administrative duties.

DIANE GRONBERG has been promoted from Graphic Designer to Art Director of On Communications. Diane's design is original and professional, and complements the content of On Communications quite well. Congratulations, Diane!

MARINA BONACCI, formerly the Art Assistant, is the new Production Department Assistant. In this position Marina will be responsible for the administrative tasks in the department. She has been a member of CWCI for seven years. Much luck in your new position, Marina!

New Employees

CWCI is pleased to welcome SUSAN MANSUR. Susan will assist Jude Goldman in the purchase of collateral materials. Formerly the General Manager of an advertising agency, Susan's experience with vendors and clients will be an asset in her new position. Welcome to the team, Susan!

PC World is happy to welcome CYNTHIA MAYER as its new Editorial Production Manager. In her new position Cynthia will be managing the production process of the books for the PC World Book series being published by Simon & Schuster, and maintaining editorial and design quality. Prior to coming to PC World, Cynthia worked as a Production Manager and Account Manager at Business Management Research, Inc. Cynthia received her BA in English from Witman College in Walla Walla, Washington. Cynthia is single, and lives in San Francisco, where she also manages an 18-unit apartment building in the marina. She enjoys sailing, running, and reading.

IDG's Personnel Department extends a hearty welcome to KELLY SIMAKAVSKAS, the new Benefits Coordinator in the department. Kelly's duties include orientations, personnel record keeping, taking care of medical and dental insurance, and workman's compensation coverage. Before coming to IDG Kelly worked at State Mutual Insurance Company as a Medical Claims Examiner. Kelly is married, and lives in Spencer, Massachusetts. In her spare time Kelly enjoys exercise, crafts, cooking, bicycle riding, and television. Welcome aboard, Kelly!

CWCI/Peterborough's newest employee is RIC LARSON. Ric is the new Assistant Credit Manager. Before his job with CW/P, Ric was a self-employed cabinetmaker who enjoyed designing and building furniture and kitchens. Ric is a graduate of the University of Michigan, with a Bachelors of Fine Arts Degree. In his spare time Ric enjoys furniture building, collecting Swedish cars, and sketching and painting.

Anniversaries

One-Year Anniversaries

David Abercrombie, IDC
Barbara Alvarez, CWC/P
Cynthia Carr, CWC/P
Michele Cowing, CWC/P
Nancy Cook, CWC/P
Randi Glaser, PCW
Keith Johnson, CWC/P
Leslie Miller, CWCI
Michele Paradis, CWC/P
Mary Rinaldo, CWCI
Gail Rizzo, CWCI
Barbara Sutton, CWCI

Two-Year Anniversaries

Timothy Caffrey, IDC
Robin Florence, CWC/P
Mare-Ann Jarvela, CWC/P
Cynthia Lanciloti, IDC
Carl Marchi, CWCI
Peter McKie, CWC/P
Mark Reynolds, CWC/P
Glenn Rifkin, CWCI
Pat Scribner, CWC/P
Debbie Walsh, CWC/P
Charlotte Ziems, CWCI

Three-Year Anniversaries

Darlene Bailey, CWC/P
Patricia Donovan, IDC

Four-Year Anniversaries

Charlene Beaulieu, CWC/P
Amy Beth Zelermyer, CWCI

Five-Year Anniversaries

Rory O'Connor, PCI
Kim Pennett, CWCI

Six-Year Anniversary

Giorgio Saluti, CWC/P

Ten-Year Anniversary

Susan Philbrick, CWC/P

Twelve-Year Anniversary

Lois Green, IDC

Sixteen-Year Anniversary

Marguerite Kelly, CWCI

Fitness Focus

Add Years to Your Life

Your good health depends more on health habits than on today's wonders of medical science. Annual checkups and the care of your doctor are important, but following a few simple rules can help keep you out of doctors' offices and add years to your life. These rules were probably known to your grandmother. Medical researchers have found that she might have known a lot more about health than she has been credited for. There is a remarkable correlation between the way people live and how long they live. Here's to you, grandma!

Rule 1: Start the day with a breakfast. It is the most important meal, and gets your body going for the day.

Rule 2: Eat three good meals a day.

Rule 3: Don't snack between meals.

Rule 4: Keep your weight down. Stay within 10% of your proper weight for your age and build.

Rule 5: Don't smoke. It is bad for lungs, throat, and heart.

Rule 6: Exercise daily. It improves muscle tone and increases lung capacity.

Rule 7: Get 7 or 8 hours of sleep a night.

Classified

PART-TIME BILLING OPERATOR

CWCI is looking for a Part-Time Billing Operator. Duties will include the maintenance of billing records, printing of reports, and maintenance of advertising/billing database. Hours will be from 7:00 to 11:00 p.m. This position requires the ability to work well with other people, as well the ability to work with limited supervision. Experience with computer operations or billing procedures would be a plus. We will train on Atex equipment. For further information, interested candidates should contact Jeff Pennett, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x511.

CREDIT & COLLECTION

IDG has two openings for Credit and Collection positions. You will have responsibility for monitoring credit practices and collections for one or more of IDG's companies. The ideal candidates should have one to two years of experience in commercial collection work, and preferably have a Degree in Business. Interested candidates should forward resumes and salary requirements to Frank Smith, IDG, P.O. Box 1450, Framingham, MA 01701. No phone calls, please.

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1976 PORSCHE FOR SALE

1976 Porsche 914, 2.0 litre, black. Original owner, 80,000 miles, in excellent condition. Will accept best offer over $5,000. Contact Sandra Young at IDG, (617) 875-5000 x465.

WANTED -- WINTER VACATION HOME

Reasonable lodging for one week for two near Killington, Stowe, or Sugarloaf. Specific times needed are between February 2nd through February 14th, or March 2nd through March 14th. Please call Pam Gendreau of IDC at (617) 872-8200, x211.

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IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 7 February 18, 1985

CN '85

Breaks All Records

COMMUNICATION NETWORKS 1985 drew a record-breaking 10,000-plus people to Washington, D.C. in late January. "CN has fast become the show for industry companies and major telecom users," noted BILL SELL, acting Operations Manager for the show. "A year after the AT&T divestiture, many users are still uncertain about telecommunications issues. The varied conference program, coupled with a large exposition, provided users with answers to their questions in a matter of a few days."

Among the notables speaking at CN were: James Martin, who looked at the industry in a special Monday evening invitational session; Dennis Patrick, FCC Commissioner, and our opening day Keynoter; Dixon Doll and Harry Newton, noted industry consultants; and Dick Wiley, a former FCC Commissioner, who is also CN's General Chairman.

Over 10,000 people attended CN '85. Pictured here are BILL LEITCH, CN General Chairman and President of CWCI's Conference Management Group, Judie McDaid, CN's National Sales Manager (with Hajar Associates), Dick Wiley, CN's General Chairman, and keynoter Dennis Patrick.

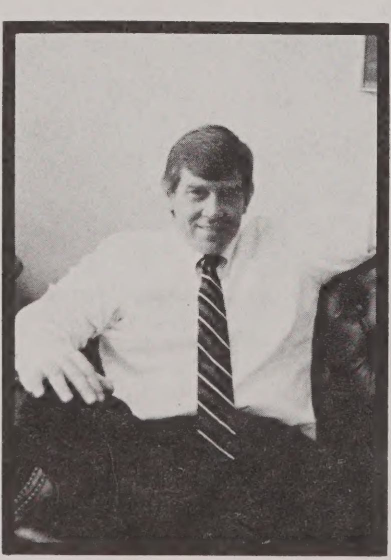
IDG companies were also well represented. BRUCE HOARD, Editor of On Communications, chaired a capacity crowd with the topic, IBM versus AT&T in Networking. GEORGE DESALVO, Director of IDC's Communications Technology Service, spoke on

Continued on Page 3

Spotlight

IDC Administration

BILL FORD, Vice President and General Manager of IDC's headquarters in Framingham, recently celebrated fifteen years with IDC. Bill received a B.S. from the School of Management at Boston College and, following a tour of duty in Vietnam, took a job with Studebaker Worthington Corp., selling jackhammers. Moving from basic industry to high tech, Bill signed on with IDC as a sales trainee, and the rest is history. Bill lives in Medfield with his wife, Kathleen, their three children, Bro, Adam, and Erin, two cats, Casey and Priscilla, and a golden retriever named Barney. Bill is fond of orienteering, whitewater rafting, and mountain climbing.

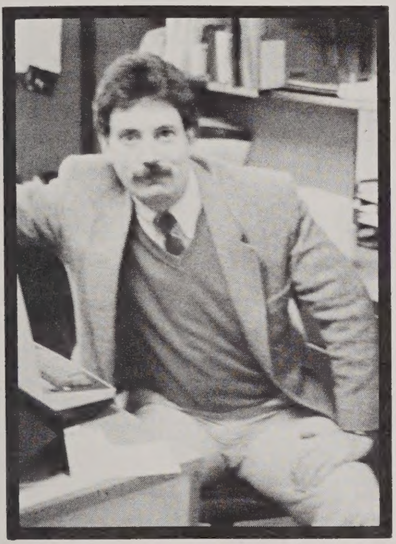


Bill Ford

TOM ELLIOTT, Director of Research for IDC, is responsible for coordinating the Framingham research effort. With an A.B. from Harvard in American History and Literature, and graduate degrees from M.I.T. and the University of Michigan, he is "living proof that America is a land of opportunity, even for the grossly over-educated." Tom lives in Watertown with his wife, Elizabeth, two cats, five fish, and two snails named Blanche and Stanley.

Tom Elliott

MIKE D'ONOFRIO spent a year and a half working as a writer and photographer on Cape Cod, Massachusetts, where he resided before joining IDC in June. He is responsible for writing and producing two newsletters, Market Interface and Marketbriefs. He writes press releases for new reports, sales letters, and lead generators, and expanded versions of report management summaries. Mike also serves as a "grammatical consultant," lending assistance to colleagues with letters, speeches, and other written material. He regularly puts his photographic skills to work for IDC as well; his shots can be seen in his two newsletters and in Management Technology magazine, which recently profiled IDC. A graduate of Worcester State College, Mike is single, and returns to Cape Cod whenever possible.


Mike D'Onofrio

Karen Weston

Division Administrator reporting to the Vice President of Administration is KAREN WESTON. Karen started with IDC in May of 1978 as a Production Typist. She attends Bentley College in the evenings, working toward her B.S. Degree in Accounting. She and her husband, Rusty, live in Newton, anxiously awaiting the arrival of their first child in April.

MARCIA FARRINGTON has been with IDC for one year. Among her responsibilities, Marion mans the inquiry desk, taking messages and tracking phone calls for various departments. She lives in Wayland, Massachusetts with her husband, Robert, and enjoys knitting, needlepoint, sewing, furniture refinishing, and golf when time permits.

Marcia Farrington

More News...

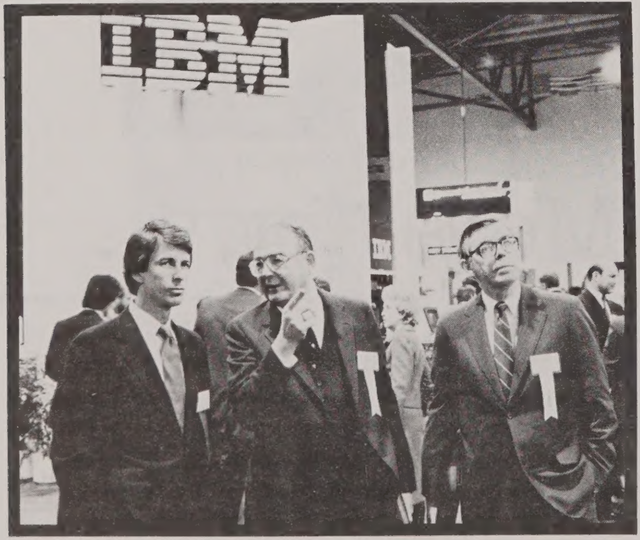
CN '85

From Page 1

Federal Government Telecom Requirements; and JEFF KAPLAN, IDC Senior Market Analyst, Telecommunications, presented an Industry Forecast through 1990.

The exposition floor was packed with 738 booths from 245 exhibitors -- close to twice the size of last year's show. "Clearly, the show has come to the forefront as a showcase for new products and for the debut of new booths, indicating bigger corporate presence and marketing thrust in the data, voice, and telecommunications marketplace," said BILL LEITCH, President of the CW Conference Management Group and CN General Manager.

SCOTT BAUM (of CWCI, who served as CN's MIS Manager) together with Chariman of the Board, PATRICK MCGOVERN, LORE HARP-MCGOVERN and and exhibitor at CN '85.



CN '85 featured the introduction of many new products and services. Here Dennis Patrick, FCC Commissioner, BILL LEITCH, and Dick Wiley, are looking over exhibits at the show.

According to Bill Leitch, CN '85 drew 237 registered press (including editors from all major data and telecom publications), and 18 companies held press conferences.

Sales for next year's CN show are moving extremely well. During the 1985 session in Washington, we were able to re-book many vendors, reserving fully 80% of the much larger 1986 show floor.

Bill Leitch and CN management attribute the show record-breakers to "seven years of hard work, plus a carefully integrated promotion campaign, including four national direct mail drops, extensive exhibitor ticket distributions, a six-month program of national and local newspaper advertisements, drive-time radio in Washington, and even an "electronic billboard."

People

TONY FRISCIA and NEIL KLEINMAN delivered major papers on Computer Integrated Manufacturing and Computer Aided Engineering, respectively, at the Flexible Manufacturing Systems Conference, held in Utrecht, Holland, January 29-31. Over 200 representatives from all phases of Dutch industry heard both speakers address critical issues from the user perspective. HUBERT VAN ONNA of IDC Benelux coordinated IDC's participation, and provided the U.S.-based researchers with timely information on the Dutch markets for Computer Aided Design, Computer Aided Manufacturing, and Computer Integrated Manufacturing.

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

February, 1985

TOPIC: MORE EFFECTIVE INTERVIEWING TECHNIQUES

DATES: March 18th, Sheraton Wayfarer Inn, Manchester, NH. March 19th, Marriott Hotel/Long Wharf, Boston, MA. March 22nd, Halloran House, New York City, NY.

COST: $145 per person. $130 each when three or more enroll from the same company.

Dun & Bradstreet is offering a seminar for operating managers and personnel executives who want to be right every time they hire, transfer, or promote an employee. The seminar leader will demonstrate how to plan and prepare for the interview, how to "set the stage" and create the right emotional climate, when to talk and listen, what to say, how to look for hidden messages in applications and resumes, and how to obtain and use the information to make sound decisions. You will also be presented an analysis of equal employment legislation and law enforcement procedures.

TOPIC: MANAGEMENT SKILLS FOR WOMEN IN BUSINESS

DATE: April 23rd, Sheraton Tara, Framingham, MA.

COST: $165 per person. Teams of five or more individuals from the same organization receive a 10% discount.

New Hampshire College is offering a course for women who want to maximize their organizational and individual potential. You will gain practical solutions to problems, such as how to capitalize on your management strengths and minimize your weaknesses, how to streamline your workload, how to present ideas to top management and command respect, how to keep yourself and your staff positively charged, and more.

TOPIC: FUNDAMENTALS OF DATA PROCESSING FOR ADMINISTRATIVE ASSISTANTS & SECRETARIES

DATES: March 28-29, Sheraton Commander, Cambridge, MA. April 22-23, Holiday Inn/Thomas Circle, Washington, D.C.

COST: $495 per person.

This two-day seminar offered by the New York University will explain computer jargon and give you confidence in dealing with computers and computer professionals. It will provide a framework for understanding the principles of word processing and data processing systems, and how computer technology will affect the office environment and your job. Topics include Introduction to Information Processing, Computer Hardware, Software, Data Processing Modes and Their Advantages, Trends in Information Processing, Understanding Your Role in the Integrated Office, and more.

TOPIC: HOW TO WRITE CLEAR REPORTS

DATES: April 23-24, The Hyatt, Atlanta, GA. April 25-26, Hyatt Regency Crystal City, Washington, D.C. April 29-30, The Marriott Hotel, Boston, MA.

COST: $280 per person. Groups of 3 or more may enroll for $235 per person.

Brogan Clear-Writing Seminars is offering a two-day seminar to help you save time, write more readably, make your procedures understandable to non-specialists, and critically evaluate other's papers as well as your own. There will be many exercises to complete, and on-thejob problems will be presented. This seminar is for professionals who want to write crisply, effectively, and persuasively. The elements you will learn apply to all fields, technical as well as non-technical. This seminar will not be just a grammar review or another academic English course.

TOPIC: LEGAL ISSUES IN ACQUIRING & USING COMPUTERS

DATE: April 29-30, Barbizon Plaza, New York City, NY. May 30-31, Sheraton National, Washington, D.C.

COST: $595 per person.

The New York University School of Continuing Education is offering a two-day seminar for data processing, financial marketing, and legal professionals to provide an understanding of the legal issues involved in acquiring, distributing, and using computer goods and services. You will learn about contracting for the acquisition and leasing of computers, protection and contracting for computer software, and legal issues associated with computer software development.

TOPIC: FUNDAMENTALS OF FINANCE & ACCOUNTING FOR THE NON-FINANCIAL EXECUTIVE

DATES: April 24-26, Barbizon Plaza, New York City, NY.

COST: $695 per person. $595 each when three or more enroll from the same company.

At this intensive, three-day seminar presented by the New York University you will develop an in-depth understanding of finance and the language of business; learn how to budget costs and project sales, profits and cash flow; and learn how the microcomputer can be used as an aid to effective decision-making. This seminar is recommended for all levels of management, including those involved in marketing, sales, and purchasing. The course outline includes such topics as, "Have We Made a Profit?", "Finance and the Computer", "Using a Computer for 'What If' Analysis", and much more.

INFORMATION REQUEST COUPON

Name: ______________________________

Company: ___________________________

Address: ___________________________

Telephone: ( ) ______________________

Seminar Info. Requested: ____________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

Neil Kleinman and Tony Friscia flank Session Chairmen, Professor Botter and Dr. le Clercq, after presentations at the FMS Conference in Utrecht, Holland.

Congratulations to MEREDITH BROWING, who will continue handling the local San Francisco territory, and will add the Pacific Northwest to her sales responsibilities. Meredith joined PC World right at the start, and after fifteen months as PC World's first Sales Director, she requested a sales position in the San Francisco territory. Best of luck with your new responsibilities, Meredith!

Promotions

PATRICIA NAVONE, who was handling the Northwest Region in Sales for PC World, will now move over to Macworld as an Account Executive for the Northwest/Midwest Region. Patricia started with PC World in December of 1982 as Product Review Manager in the Editorial Department. Having had previous sales experience, Patricia was moved into the Advertising Sales Department, where she was an Account Manager. Patricia is enjoying her new territory, and has just bought her own Macintosh computer. Best of luck, Patricia!

Congratulations to JIM CONNOLLY, who has recently been promoted to Special Projects Editor for CWCI. Jim joined Computerworld as a Staff Writer in November, 1983. He brought with him more than 12 years of professional reporting experience with the Boston Herald, and free-lance projects that included work on a newsletter for non-technical business oriented computer users. As Special Projects Editor, Jim will specialize in supervising and coordinating long-term research/intensive special editorial projects from conceptualization to publication. His first project will be to produce the Computerworld Annual Report on the Top 100 Computer-Using Organizations. We wish you continued success, Jim!

New Employees

CWCI is happy to announce that CHRISTOPHER R. GLENN has accepted a position as Production Coordinator in the Sales Promotion Department. Chris is a graduate of Ohio University, and has earned a Bachelor of Science Degree in Journalism. Upon graduating from Ohio University, Chris took on several PR and Advertising free-lance jobs, some of which included G.D. Ritzy/Inc., a national restaurant chain, National Imprint Service/Inc., a national uniform company, both out of Dayton, Ohio, as well as several small independent businesses in the greater Dayton area. In Chris' new job he will be responsible for the scheduling and traffic of all in-house promotion projects between the promotion and typesetting departments. Chris is single, and now resides in Framingham. In his spare time he enjoys basketball, softball, volleyball, and golf.

Congratulations to MERRI MACK, who has joined Computerworld Australia as an Associate Editor. Merri started her career by attending a commercial programming course at Sydney Technical College in 1977, while still working as a trained nurse. Finding the two incompatible, she gained a position as a computer operator in the Biochemistry Department at Sydney's Royal North Shore Hospital. Her first commercial experience was acquired at Lend Lease Investments as an operator on a Wang VS 80, where she eventually became Operations Manager. Merri has written a regular column for the Funrunner magazine for two and a half years, and has also contibuted to other sports journals. She has been a member of the Warringah Toastmistress Club for eight years, which has greatly helped her communications skills. Her other interests include stamp collecting, reading, and most sports.

CW/Peterborough's newest member is GARY STEINBACH, who is the Nighttime Press Man. Gary runs the presses at night, and doubles as the Night Supervisor. During the day Gary works at Franklin Pierce College as an Instructor of all in-house printing at the Graphic Arts Center at the college. Gary has a B.A. from Keene State College, where he majored in History and Education. Gary is married, and has four boys. In his spare time Gary is a Little League Coach and a Basketball Coach for the Dublin Recreation Department.

Hearty congratulations to LAURIE SCHIMPF, who is the new Production Coordinator for Wayne Green Enterprises. Laurie is the "traffic cop" of the Production Department, keeping track of progression of print material for all WGE departments. Laurie works closely with the design, typesetting, and paste-up departments to ensure that all jobs are executed correctly and on time. Laurie, a native of New Jersey, now resides in Walpole, New Hampshire, where she enjoys horse riding and weaving.

SHARON DUBE is one of the new members at Digital Audio magazine. In her new job as Technical Editor for the magazine, Sharon will work closely with the Music Editor to ensure that both technical and artistic aspects of Digital Audio are harmoniously represented in the magazine. Sharon is a graduate of the University of Miami, where she received a degree in Musical Engineering. Sharon is also an accomplished singer, who enjoys performing both classical and jazz works.

DAVID VERNIER joins the Digital Audio staff as Music Editor. In that capacity Dave is responsible for covering the artistic side of the digital audio field. He provides information on the success of the new audio technology from a music and performance point of view. Dave comes to Digital Audio from

Plymouth, New Hampshire State College, where he was a Professor of Music. He is currently working on his Ph.D. in Music from Ohio State. He has settled with his wife and five-year-old daughter in Peterborough, New Hampshire, where he spends his spare time enjoying all kinds of music.

Anniversaries

One-Year Anniversaries

Christine McGeever, PCI
Elaine McMahon, PCW
Pamela Powers, IDC
Marc Visconti, IDC

Two-Year Anniversaries

Eric Bender, CWCI
Jean Broderick, CWCI
Tracey Hamed, IDC
Paul Korzeniowski, CWCI

Three-Year Anniversary

Margaret Ix, CWCI

Six-Year Anniversary

Donovan White, CWCI

Etcetera

Address Changes

Please note the following address changes.

IDC Iberia
Paseo Eduardo Dato 13-Bajo
28010 Madrid
SPAIN
Telephone: 4574162
Telex: 48614

IDC Deutschland
Stuttgarter Strasse 10
6236 Eschborn
WEST GERMANY
Telephone: 6121377086
Telex: 4186382

Nova Media AB
Sodra Hamnvagen 22
S-115 41 Stockholm
SWEDEN
Telephone: 679180
Telex: 14904 (NOVACW S)

Consider This

Green Fun

Plants are always nice to have in the office to freshen up the atmosphere. Listed here are some of the best plants for offices, along with tips on how to care for them.

CHINESE EVERGREEN -- This plant comes in either a solid green or variegated leaf, and grows about eight to ten inches high. Soil should be kept moist (not drenched). Propagate by taking cuttings from tall plants or by root division.

PALMS -- Best ones are the bamboo palm and the Neanthe Belle palm. They require a deep pot with good drainage and more water than other plants, but let the soil dry out between waterings. If the leaves start turning brown it could mean that the palm is not getting enough water, or that it needs misting.

FICUS -- Another good family of plants that includes several hardy specimens. The well-known rubber plant is one. Also, the weeping fig tree and the fiddle leaf fig. Ficus does not like over-potting, and does quite well in a pot that looks much too small for it. Water about once a week and keep the leaves clean by sponging.

Classified

REVIEW COORDINATOR

InfoWorld has an immediate opening for a Review Coordinator to assist in the delivery of the magazine's product reviews. Responsibilities include acquisition of products for review, maintaining a pool of free-lance reviewers, assigning reviews, maintenance of review department files and records, and acquisition of artwork related to reviews. Some writing of news and product briefs is also required. Successful candidates for this entry-level job will have some journalism experience, proven writing abilities, and good organizational skills, and must be able to work under the pressure and deadlines of a weekly newsmagazine. Contact Rory O'Connor at InfoWorld, 1060 Marsh Road, Suite C200, Menlo Park, CA 94025, (415) 328-4602, x295.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-975-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

SENIOR WRITER

CWCI has an opening in the Editorial Department for a Senior Writer. This position is responsible for proposing, researching, and writing original stories of high news value to our readership on a weekly basis. You should also be able to generate occasional technical, feature, and analytical stories based upon orginal research for technical sections. There is freedom to pursue stories, but there are specific assignments from editorial management. You will work for the Senior Editor to write product announcements and to edit application stories. Applicants should have demonstrated experience covering speeches, press conferences, and trade shows, and conducting telephone or personal interviews with industry figures and DP executives on a wide range of managment or technical topics. Some travel is required. To qualify you should have two years of professional journalism experience and an additional year of computer industry/data processing exposure. You should be able to produce orginal, accurate stories under tight deadlines with minimal supervision. To apply please send resume and writing samples to Rita Shoor, CWCI, 375 Cochituate Rd., Framingham, MA 01701.

COMPUTER INDUSTRY ANALYST

CWCI's Research Department has an immediate opening for a Computer Industry Analyst. This person will be responsibile for the handling of all computer industry information requests that come in from all of the CWCI publications sales staffs, as well as advertisers and agencies. In order to accomplish this, a corporate library of pertinent industry reports, data bases, and information will have to be created and maintained. This individual will work very closely with IDC. Other responsibilities will include writing and producing twenty mini-marketbriefs on various segments of the computer industry, as well as working closely with the CWCI Promotion Department in the use of industry data in all sales collateral materials. A good working knowledge of the computer industry is essential, as well as a good background in researching secondary data. Good writing skills are mandatory. Interested applicants should send resume or detailed letter to Kathy Dinneen, Corporate Research Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701.

EXECUTIVE EDITOR

InfoWorld has an opening for an experienced Executive Editor. This person will be responsible for managing the writing and editing group, managing the day to day workings of the Editorial Department, and working with the Managing Editor and Design Director on the design, layout, and production of the magazine. The Executive Editor reports directly to the Editorial Director. The qualified applicant should be a person with experience in management and journalism, and with knowledge of the personal computer industry. This position also requires some writing. Experience working on a daily or weekly newspaper or magazine is desirable. Interested applicants should contact Jim Fawcette at InfoWorld, 1060 Marsh Road, Suite C200, Menlo Park, CA 94025, (415) 328-4602, x295.

TYPESETTER

InfoWorld has an immediate opening for a half-time Typesetter in its Menlo Park, California headquarters. The candidate for this position must possess accurate typing skills, good communication, self motivation, and the ability to work with deadlines. If interested, please contact Camille Massey, Typesetting Supervisor, InfoWorld, 1060 Marsh Road, Suite C200, Menlo Park, CA 94025, (415) 328-4602, x295.

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IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 8 February 25, 1985

IDC Holds Sales Meeting

IDC held its Annual Sales and Marketing Meeting on February 4 to 6 at the Hilton Hotel in Natick, Massachusetts. Among the events of the week, Program Directors for IDC outlined the context of their programs, and highlighted changes which occurred in 1984, along with an overview of the strengths and weaknesses of the competition. Sales Directors emphasized the key selling features of their products, and the disadvantages of the competition's products.

In addition to holding discussions on United States products and services, the international scope of IDC was also covered. Country managers outlined their individual local products being developed for 1985, as well as adding an overview of the local market on the vendors community.

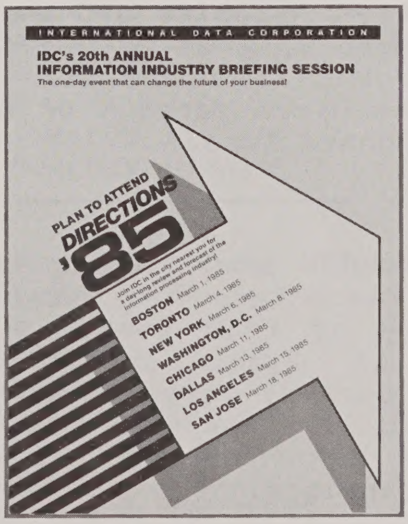
PETER ROWELL, President of IDC, introduced the meetings with his introductory address, outlining the results for 1984, the objectives for 1985, and IDC's longer-term strategy. Executive

Continued on Page 3

IDC Briefing Sessions

Beginning March 1st, 1985, IDC will present its 20th Annual Information Industry Briefing Sessions. In these sessions, IDC will present its state-of-the-industry report for professionals involved in information processing. The sessions provide accurate and up-to-date reviews and forecasts of the market, the user trends, the competitive issues, and the technological developments that affect their company's future. Each session

Continued on Page 3



INTERNATIONAL DATA CORPORATION

IDC's 20th ANNUAL
INFORMATION INDUSTRY BRIEFING SESSION
The one-day event that can change the future of your business!

PLAN TO ATTEND
DIRECTIONS
'85

Join IDC in the city nearest you for a day-long review and forecast of the information processing industry!

BOSTON March 1, 1985
TORONTO March 4, 1985
NEW YORK March 6, 1985
WASHINGTON, D.C. March 8, 1985
CHICAGO March 11, 1985
DALLAS March 13, 1985
LOS ANGELES March 15, 1985
SAN JOSE March 18, 1985

Spotlight

PC World Art Department

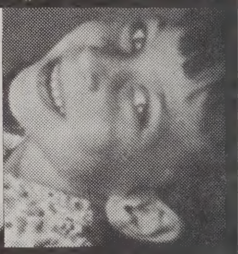
Christopher Burg

Mick Wiggins

Barbara Adamson

Judy Sitz

Monica Ames



Donna Sharee

The PC World Art Department is responsible for the creativity in PC World magazine. A staff of six, they are responsible for the design, layout, and cohesive look of all in-house generated magazine materials.

MICK WIGGINS, Art Director at PC World is responsible for most of the visuals in each issue of the magazine. After graduating from art school, Mick spent the better part of five years "slumming up and down the eastern seaboard" before finally landing in San Francisco, out of work but in good spirits. He obtained a job at PC Magazine and eventually jumped ship to PC World magazine. Mick and his wife Cheryl are the proud parents of a lovely daughter Kate.

CHRISTOPHER BURG joined PC World as an Associate Art Director in January of this year. A graduate of Pratt Institute, he spent several years working as a graphic designer in New York before returning to his native San Francisco.

DONNA SHAREE is a Design Associate for PC World. Before joining the magazine staff she worked for a small San Francisco graphic design firm. Her educational background is fine arts-oriented, which colors much of the free-lance design work she accepts. She paints in "spurts," and held a two-woman show in July of this year. Her other interests include travelling, dancing, listening to all kinds of music, reading, and playing Scrabble.

Associate Designer MONICA AMES has worked in the graphic arts field for about ten years. She began working for PC Magazine in the spring of 1984, and moved on to PC World in its early days. As Associate Designer for PC World, she oversees, organizes, and participates in the design and paste-up of the magazine and collateral materials. Monica's outside interests include gardening and textile arts.

Returning to the Bay Area after eight years in New York, JUDY SITZ works at PC World as a free-lance Artist. She spent the last four years in New York City as Art Director of a national music magazine. Besides travelling around the United States and Australia with her husband, her other free time interests include taking care of her many animals, and photography.

BARBARA ADAMSON does design and paste-up for PC World on a free-lance basis. Her other major client is the Esalen Institute; she handles all printed pieces for them, including their quarterly catalog. Barbara is an avid swimmer and, when her busy schedule allows, she likes to go kayaking.

More News...

IDC Holds Sales Meeting

Vice President BILL FORD started off the day on Tuesday, and on Wednesday the International Managers for IDC each offered their presentations, as did IDG Chairman of the Board PAT MCGOVERN, and JEAN YATES and RICHARD HILL of Yates Ventures, Inc.

Congratulations to the staff of IDC and its subsidiaries, who participated by offering their well informed, lively presentations.

IDC Briefing Sessions

is an intensive one-day seminar covering such issues as: "The MIS Department - Meeting the Challenge Ahead," "Competition in an Unregulated Communications Industry," "Personal Computers and Small Scale Systems: Merging of the Markets," and "The Changing Shape of the Value-Added Marketplace." Such issues will be presented by IDC's HANK JANSON, KIM MYHRE, AARON GOLDBERG, DAMIAN RINALDI, JACK HART, and WILLIAM ZACHMANN, along with a special section entitled "Trends in Operating Systems - Micros to Superminis," lead by JEAN YATES of Yates Ventures, an IDC subsidiary.

Seminar Schedules:
BOSTON
Friday, March 1, 1985
The Westin Hotel

TORONTO
Monday, March 4, 1985
Four Seasons Hotel

NEW YORK
Wednesday, March 6, 1985
Grand Hyatt

WASHINGTON, D.C.
Friday, March 8, 1985
Sheraton Washington

CHICAGO
Monday, March 11, 1985
Hyatt Regency O'Hare

DALLAS
Wednesday, March 13, 1985
Lincoln Radisson

LOS ANGELES
Friday, March 15, 1985
Sheraton la Reina

SAN JOSE
Monday, March 18, 1985
Red Lion Inn

People

Congratulations and best wishes to CAROL FAMOSI, Executive Assistant to the Chairman at IDG and Editor of the IDG Update, and her husband, Danny, on the new addition to their family. On February 7th Carol gave birth to a 7 pound, 5 ounce baby girl, named Brooklyn Marie. Both Brooklyn and Carol are doing well. Warm wishes for much happiness from IDG and all the Update staff!

Congratulations to NOREEN BROWNING of PC World who gave birth to Kathryn Eileen on February 2nd. Kathryn weighed 9 pounds, 3 ounces. Noreen and her husband, Douglas, are very proud parents, and all are well.

Promotions

IDC Washington recently announced the promotion of CHERYL VANDEGRIFF from the position of Research Consultant for the Communications Technology Service (CTS) Program, to Manager, CTS Client Service. In this position, Cheryl will be responsible for handling customer inquiries, writing research reports, bulletins, and the FCC Watch (which covers regulatory activities), as well as assisting the Director of the CTS program. Congratulations, Cheryl!

Congratulations to MARJI CLARK, who was recently promoted to Manager of Marketing Services for IDC's Washington Division. In her new position Marji will be responsible for direct mail/marketing efforts, writing press releases and promotional materials, organizing meetings, assisting with product development and enhancements, and implementing product design and packaging, as well as marketing research reports put out under the PIMS, FEDS, and CTS programs.

Best of luck to FRANK SMITH of CWC/Peterborough, who has recently been promoted to Circulation Manager. Frank is responsible for participation in budgetary and financial matters for all five of CWC/P's titles, as well as short and long-term strategic planning. He will also aid in the development and implementation of a circulation computer network which is currently on the drawing board for CWC/P. Frank has held the position of Assistant Circulation Manager since December, 1983. Prior to joining CWC/P, Frank served the McGraw-Hill Publications Company at their New York City offices as Manager of Circulation Statistics and Audits. Frank is a graduate of Hofstra University with a B.A. in Dramatic Literature, and he continued his education in graduate school at Rutgers University. We wish you much future success.

Congratulations to STEPHEN JEWETT on his promotion to Managing Editor of 73 magazine. Stephen is responsible for the editorial content of 73 magazine's interior layout. Prior to his recent promotion, Stephen served as Editorial Assistant and, before that, held the position of Typesetter when he was hired in 1981 by Wayne Green, Inc. Stephen is a graduate of Skidmore College in French studies. He has also studied in Paris, France, and is fluent in conversational French. In addition to his publishing experience, Stephen is an avid horseman. He teaches riding, and trains thoroughbreds for show.

New Employees

Micro Marketworld is pleased to announce the addition of BETSY LAPLACA as Regional Sales Manager for the New York/New Jersey area. Betsy comes to Micro Marketworld with extensive sales experience in micro sales for several major manufacturers. In her new position, Betsy assumes responsibility for directing sales activities in the states of New York, New Jersey, and Pennsylvania. Congratulations, and best of luck, Betsy.

CWCI's newest member is MARTHA STEWART, who is the new Administrative Assistant in the Administration Department. In her new job, Martha will be responsible for ordering office supplies, repairs of office copiers and typewriters, monitoring petty cash, ordering movie tickets, ordering liquor and deli platters for parties, and other general office duties. Prior to her employment with CWCI, Martha worked at the U.S. Army Research and Development Center in Natick, Massachusetts as an Administrative Clerk in charge of payroll and personnel actions. Martha attended Newbury Junior College, and now resides in Sherborn, Massachusetts. In her spare time she enjoys photography, camping, and caring for her two dogs.

CWCI's Advertising Department has a new Department Assistant; TINA USDIN. Her new responsibilities include assisting the department with taking ads, proofreading, paste-up and layout and assisting the operations manager. Prior to working for CWCI, Tina worked with Bay Bank Harvard Trust Company as a Corporate Banking Associate. Tina graduated from Boston University with a B.S. in Early Childhood Education. In her free time, Tina plans her future wedding, and enjoys skiing, tennis, and cooking.

A hearty welcome to Micro Marketworld's LAURA CORRY. Laura is the new Editorial Assistant in the department. Her new duties will include revamping the morgue filing system, making travel and press registration arrangements, and various other duties. Prior to coming to Micro Marketworld, Laura was the producer of a spanish radio health program for the University of Florida. Laura also attended the University of Florida and received her B.S. in Broadcasting. Laura has traveled extensively due to her father's work for an international company; she graduated high school in Caracas, Venezuela and speeks fluent French and Spanish. In her spare time, Laura enjoys movies, raquetball and aerobics.

Anniversaries

One-Year Anniversaries

Thomas Burke, IDC
Kathy Dene, LR
Gayle Gonthier, IDG
Thomas Perry, IDC
Valerie Roost, IDC
Jane Seamans, CWCI

Continued

Two-Year Anniversaries

Marjorie Clark, IDC
Robert Frost, IDC
Richard Hengehold, PCI

Three-Year Anniversary

Maryann Macauley, CWCI

Five-Year Anniversaries

Delia Daniels, PCI
Bruce Hoard, CWCI
Pina Pozzi, IDG

Six-Year Anniversary

Thomas Pfau, CWCI

Eight-Year Anniversary

Diane Testa, IDC

Twenty-One Year Anniversary

Patrick McGovern, IDG

Fitness Focus

Avoid Too Much Too Soon

Many people, after years of neglect, wish to begin an exercise program. Their desire to get back in shape often leads to the "too much too soon" syndrome, and can cause discomfort and injuries. New exercisers and even veterans often impair their performance and invite injuries by not giving enough attention to a proper warm-up or cool-down. A warm-up can help prepare you for exercise and can counter the stresses which are placed on your body.

Using tight cold muscles is an open invitation to muscle pulls and strains. To avoid this, a proper warm-up of stretching, calisthenics and/or general body movements is in order. The warm-up should be gradual and sufficient to increase muscle and body core temperature without causing fatigue or depleting your body's energy stores.

Stretching plays the most important part of warm-up. Some people are tighter than others due to a sedentary lifestyle or poor posture, others because of a lack of stretching in their exercise routine. All this contributes to a shortening of the muscle. To lengthen the muscle and make it pliable and limber, static stretching is required.

To stretch statically, begin slow and easy and hold the position for a few seconds rather than using quick bouncing motions. The bouncy, jerky type of stretching is called ballistic stretching and can do more harm than good.

After your stretching routine a gradual warming up to exercise is in order – a light jog or calisthenics. This can help prevent cardiovascular problems, muscle and joint problems and can improve performance. Similarly, a good cool down will gradually decrease the intensity of your activity, avoiding sudden blood pressure increases and allowing your muscles to return to normal.

Etcetera

Please note that IDC Europa now has a new telephone number. It is 01-995-8082. The address and telex number remain unchanged.

Classified

PRODUCT SUPPORT REPRESENTATIVE

IDC is looking for someone to assist in the support and ongoing maintenance of a database of computer vendors and products. The individual will be responsible for the tracking of a certain segment of the marketplace, as well as assisting in the database's overall maintenance. The position provides the right candidate with an excellent opportunity to learn a great deal about the computer industry. Current knowledge of the industry is a plus. College degree preferred. Interested applicants should contact Mike Hovagimian, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x258.

REVIEW COORDINATOR

InfoWorld has an immediate opening for a Review Coordinator to assist in the delivery of the magazine's product reviews. Responsibilities include acquisition of products for review, maintaining a pool of free-lance reviewers, assigning reviews, maintenance of review department files and records, and acquisition of artwork related to reviews. Some writing of news and product briefs is also required. Successful candidates for this entry-level job will have some journalism experience, proven writing abilities, and good organizational skills, and must be able to work under the pressure and deadlines of a weekly newsmagazine. Contact Rory O'Connor at InfoWorld, 1060 Marsh Road, Suite C200, Menlo Park, CA 94025, (415) 328-4602, x295.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-975-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

COMPUTER INDUSTRY ANALYST

CWCI's Research Department has an immediate opening for a Computer Industry Analyst. This person will be responsibile for the handling of all computer industry information requests that come in from all of the CWCI publications sales staffs, as well as advertisers and agencies. In order to accomplish this, a corporate library of pertinent industry reports, data bases, and information will have to be created and maintained. This individual will work very closely with IDC. Other responsibilities will include writing and producing twenty mini-marketbriefs on various segments of the computer industry, as well as working closely with the CWCI Promotion Department in the use of industry data in all sales collateral materials. A good working knowledge of the computer industry is essential, as well as a good background in researching secondary data. Good writing skills are mandatory. Interested applicants should send resume or detailed letter to Kathy Dinneen, Corporate Research Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701.

SENIOR WRITER

CWCI has an opening in the Editorial Department for a Senior Writer. This position is responsible for proposing, researching, and writing original stories of high news value to our readership on a weekly basis. You should also be able to generate occasional technical, feature, and analytical stories based upon orginal research for technical sections. There is freedom to pursue stories, but there are specific assignments from editorial management. You will work for the Senior Editor to write product announcements and to edit application stories. Applicants should have demonstrated experience covering speeches, press conferences, and trade shows, and conducting telephone or personal interviews with industry figures and DP executives on a wide range of managment or technical topics. Some travel is required. To qualify you should have two years of professional journalism experience and an additional year of computer industry/data processing exposure. You should be able to produce orginal, accurate stories under tight deadlines with minimal supervision. To apply please send resume and writing samples to Rita Shoor, CWCI, 375 Cochituate Rd., Framingham, MA 01701.

CAR FOR SALE

1979 VW Bug Convertible, dreamlike condition, riverblue metallic, black top, Alpine Stereo, chrome rims, 185 white letter Bridgestones, all service documents, bought and driven in Southern California. Asking $7,800. Car is garaged in Los Angeles. Write to Ralf Korbner, Halserspitzstr 20, 8000 Munich 80, West Germany; or Ralf Korbner, 8033 Sunset Blvd., Suite 5088, Los Angeles, CA 90046, U.S.A.

FOR SALE

1973 Plymouth Valiant, 6 cylinder, green. 63,000 miles, AM/FM stereo/cassette. Needs some engine work. Asking $500. Call Vickie Bagley at (617) 875-5000, x460.

IDG

INTERNATIONAL DATA GROUP

People
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Have you recently...

____ won an award?

____ been appointed or promoted to a new position?

____ made a speech?

____ participated in community activities?

____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

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NAME: ______________________

DEPARTMENT: ______________________

COMPANY: ______________________

PHONE/EXT: ______________________

ENGAGEMENTS/MARRIAGES:

Name ______________________

Dept./Title ______________________

Spouse's Name ______________________

Date ______________________

Place of Marriage ______________________

Honeymoon? ______________________

BIRTHS:

Name ______________________

Dept./Title ______________________

Spouse's Name ______________________

Baby's Name ______________________

Date of Birth ______________________

Weight, Length of Baby ______________________

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 9 March 4, 1985

PCW's Marketing Seminar

PC World Communications, Inc. and Micro Presse, S.A. joined forces on February 11-14 to present the PC World International Marketing Seminar. Held in conjunction with the Second European IBM PC Forum in Paris, France, the seminar was designed to introduce American vendors to effective European marketing techniques.

Almost 20,000 people attended the Forum this year, and attracted 180 exhibitors. PC World President BART RHOADES noted, "The energy and sophistication of the French personal computer market, as demonstrated by the Second IBM PC Forum, was most impressive. No one should regard the various European marketplaces as laggard. Everyone I talked with was hungry for new products and information. My congratulations to AXEL LEBLOIS, JEAN-LOUIS REDON, and their colleagues for a marvelous job of organizing the event."

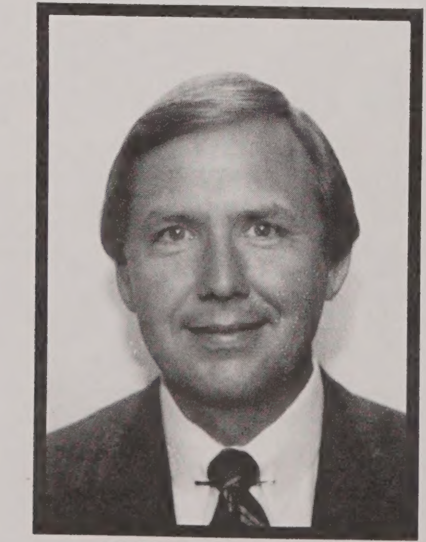
The PC World Marketing Seminar boasted a variety of speakers, including PC World Chairman DAVID BUNNELL; Ashton Tate's Director of International Sales and Marketing, David Patrick; and AFMIC President Troung Trong Tri. The three-day conference covered a broad range of topics on foreign distribution and marketing strategies. According to Micro Presse Editorial Director JEAN-LOUIS REDON, "The seminar went very well despite low attendence. The registrants were satisfied with the variety of presentations combined with the forum activities."

PC WORLD

Continued on Page 3

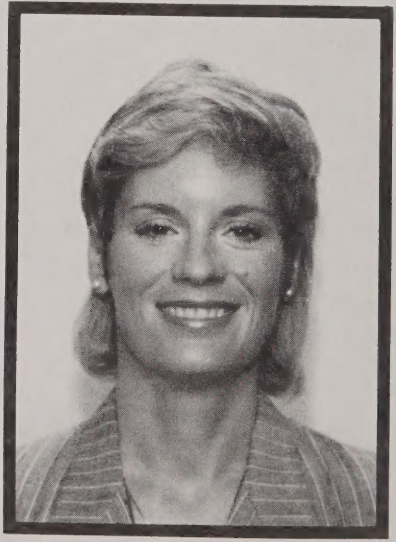
IDC Chicago & Dallas Sales Offices

ROBERT FROST is the Vice President of Sales for the United States Central Region. As Director of Sales, Robert's responsibilities are maintaining the relationships of IDC's Continuous Information Services, as well as recruiting new clients for the Information Services. Robert came to IDC in March, 1983 as the Director of Sales in our Dallas, Texas office. Previously he worked at Anacomp, located in Dallas, as their Vice President in the Micrographics Division. Prior to that, he served as a helicopter pilot in the United States Army. Robert holds a Bachelors Degree in Music from West Texas State, and an MBA in Management from the University of Dallas.



Robert Frost

KAREN TRUITT joined IDC in July of 1984 in the Dallas sales office as an Account Executive. In this position Karen heads up sales in the southern territorial region of the United States. Karen has administrative responsibility for over fifteen profit centers. Prior to this position Karen was employed at Anacomp for eight years, where she was a regional administrator. She graduated from Washburn University in Topeka, Kansas with a Degree in Elementary Education. Her hobbies include jazzercise, needlepoint, and working with stained glass.



Karen Truitt

Sales manager for IDC Chicago is WAYNE DOMBROWSKI. He joined IDC in June, 1983 in the Chicago

State Mutual's Wellcare NEWSLETTER

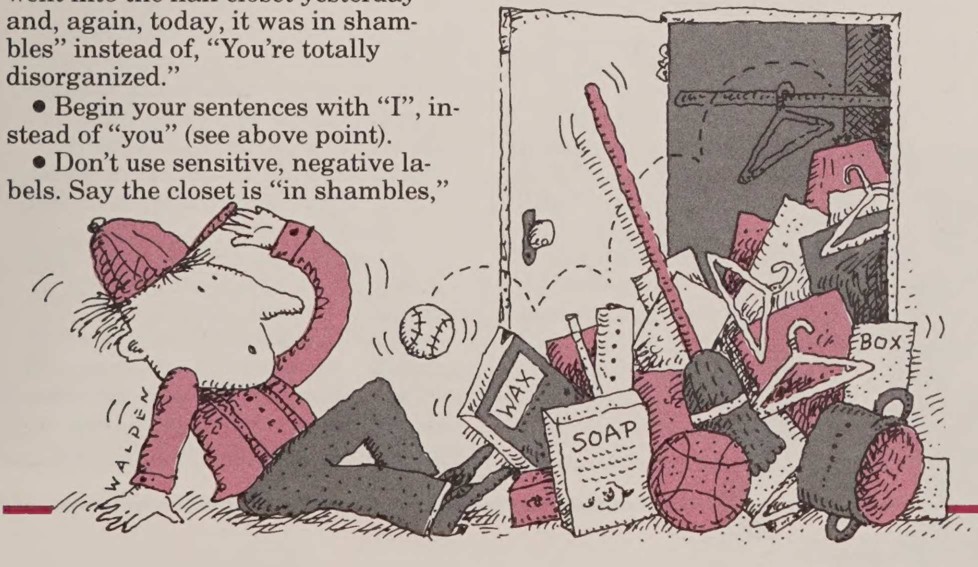
VOL. V, NO. 2 "An ounce of prevention is worth a pound of cure." WINTER, 1985

Copyright ©1985 The Bob Hope International Heart Research Institute

THE FINE ART OF GENTLE CRITICISM

Into each life some criticism must fall, but it can leave you feeling angry or depressed if the criticiser is not proficient in the fine art of "gentle criticism." Here are some tips that will help you avoid feeling stressed whether you're on the giving or receiving end of critical remarks.

- Limit the criticism to the behavior in question. If your immediate concern is an unorganized closet, don't mention that the car also needs attention.
- Make your criticism specific; mention time, place, and frequency of the behavior in question. Say, "When I went into the hall closet yesterday and, again, today, it was in shambles" instead of, "You're totally disorganized."
- Begin your sentences with "I", instead of "you" (see above point).
- Don't use sensitive, negative labels. Say the closet is "in shambles," "really unorganized," "too full," etc. instead of "the closet is a disgusting mess."
- State your opinion and how the behavior affects you: "I feel frustrated when I go to look for something in the hall closet and things fall down on top of me."
- Don't exaggerate the problem. Say "things in the closet fell down on top of me," instead of "I was almost killed!" Don't use words like "always" or "never."
- Recommend a way to solve the problem: "Let's clean this closet today; I think we should put your sports stuff down in the basement. OK?" ☐



SAYING 'THANK YOU'

WHAT MOTHER DIDN'T TEACH YOU

"Thank you's" are some of the best *stress reducers* and *esteem builders* around, but they tend to be reserved for people who hold doors open for us, or hand us our packages and change.

Each one of us thrives on the feeling of being appreciated, however, and generously handing out thank you's to the people who share your life can do wonders for you and for them.

Thank You Tips

- Make thank you's *specific*.

Rather than mumbling a perfunctory "Thanks for helping out," take a moment to be specific: "Your taking time out to listen to my problems really helped me last night; thanks so much."

- Say thank you within *24-hours*.

"The presentation you gave yesterday was really terrific" will go a lot further than a belated, "You really did a great job at last year's meeting."

When someone takes time to say "thank you," rather than brushing it off with a quick-and-shy, "That's OK," or "It was nothing," try a "What a nice thing for you to say," or "I'm so glad I could be of help." ☐

Jogging a mile in 8½ minutes has been found to burn only 26 more calories than walking the same distance in 12 minutes.

'WALKIES!'

BARBARA WOODHOUSE WOULD APPROVE . . .

If you've been thinking that "walkies" is good for what ails Fido, but isn't strenuous enough to get you in shape, you should know that walking is now considered one of the best aerobic (cardiovascular) exercises there is.

Studies show that when walking is done briskly, on a regular basis, it can improve one's ability to consume oxygen (an important measure of overall fitness), increase one's metabolism so that excess weight is lost, improve one's muscle tone, help reduce an elevated blood pressure, reduce stress, and put the brakes on simple depression.

While it takes longer to achieve the same results with walking as with jogging, the difference is not as great as you might think. According to the President's Council on Physical Fitness and Sports, *jogging a mile in 8½ minutes has been found to burn only 26 more calories than walking the same distance in 12 minutes.*

Walking also has another distinct advantage over the other "more strenuous" exercises — it's virtually injury-free and requires no special equipment.

HOW TO TURN A WALK INTO A WORKOUT

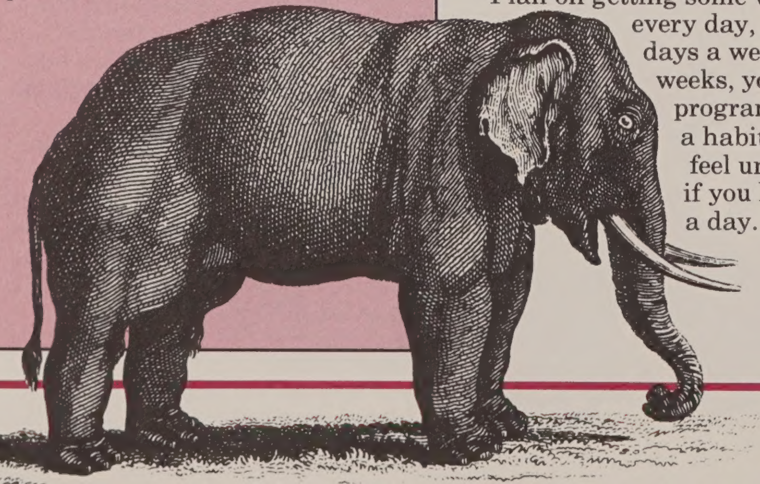
Find a few minutes in the morning (before breakfast) or after work (before dinner) to go for a brisk walk around your neighborhood. Walk fast enough to work up a light sweat (swing your arms, take long strides), but not so fast that you become breathless. (This is your ideal "aerobic" pace.)

Plan on getting some walking in every day, or at least five days a week. In a few weeks, your walking program will become a habit, and you'll feel uncomfortable if you have to miss a day. ☐

Resting pulse

	BEATS PER MINUTE
Canary	500 to 800
Mouse	300 to 500
Chicken	300 to 350
Cat	120 to 140
Dog	70 to 120
Human (adult)	60 to 80*
Lion	40 to 50
Elephant	25 to 50

**As a rule, the better physical shape you're in, the lower your resting pulse.*



Sore muscles?

There are a lot of theories about what causes muscle soreness but the most plausible explanation is the "tissue damage theory," according to Bryant Stamford, PhD — professor of allied health, School of Medicine, University of Louisville, KY.

In an article in *The Physician and Sports Medicine* (November 1984), Stamford explains that there is considerable evidence that asking your muscles to do more than they're used to doing damages muscle fibers and/or the surrounding connective tissue. As a result, the muscle tissue becomes swollen; this stimulates sensitive nerve endings and — voilà — you have sore muscles.

Stamford says that muscle soreness that appears 24 to 48 hours after a workout isn't only a problem for beginning exercisers or "weekend athletes." Even conditioned muscles, he says, can become sore if a regular exerciser suddenly increases the intensity of a workout. And because you may be an expert in one type of exercise and a novice in another, switching to a different activity will either involve different muscles, or the same muscles in a different way.

HOW NOT TO GET SORE

- Exercise only within your comfort range; increase time and intensity gradually. Do not exercise to the point of fatigue.
- Avoid intense, jerky movements.
- Do some stretching exercises during your warm-up and cool-down time. Remember, never bounce when you stretch.

WHAT TO DO IF YOU GET SORE

- Massage, heat, and mild exercise will temporarily remove the soreness, but will not accelerate healing. Soreness will disappear in a few days.
- If pain with movement is severe, do not "work through the pain." Rest is the best approach.
- Consult your doctor if pain lasts beyond seven days, or if frequent cramps or spasms occur.
- When the soreness is over, start your exercise program in a more conservative manner. A session of muscle soreness does not create an "immune" response that will prevent further soreness. ☐

Everything you always wanted to know about sleeplessness (but were too tired to ask)

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1. The ideal nighttime bedroom temperature is between 64 and 66 degrees, according to Elliot R. Phillips, MD, medical director of the Sleep Disorders Center, Holy Cross Hospital.

2. A fleecy wool mattress pad helps some people sleep better, according to a study published in Medical Journal of Australia (January 21, 1984).

3. Wool blankets are better than acrylic blankets for regulating skin and body temperature.

4. Don't use your bedroom for an office; having to stare at unfinished work can keep you from going to sleep.

5. If you haven't fallen asleep after 20 to 30 minutes of trying, get up. Otherwise, you'll associate your bedroom with sleeplessness.

6. If your head is full of worries, project ideas, etc. and you're finding it hard to sleep, get up and write the stuff that's in your head down on paper. You can then relax and go to sleep.

7. If you can't sleep because a project is unfinished, get up and finish it.

8. An amino acid found in protein foods called L-tryptophan has been found to help people with mild and chronic insomnia. Have a tuna fish or turkey sandwich, some nuts, or anything with milk in it for a bedtime snack.

9. Avoid sugary foods before bedtime; they can hype you up.

10. Don't go to bed hungry, even if you are on a diet. Hunger pangs make for restless sleep.

11. Don't go directly to bed after a heavy meal; take a walk, first, and let your digestive system do its work.

12. Don't smoke. Studies show that nonsmokers fall asleep faster than smokers. In one study (Science, February 1980), heavy smokers who quit smoking "cold turkey" decreased the total time spent awake by 45% in the first three nights after quitting.

13. Avoid caffeinated beverages before bedtime. Older folks should make noon their caffeine cut-off time because their bodies metabolize it more slowly.

14. Do not take sleeping pills. Anyone with a significant sleep problem won't be helped by them, and they can make some problems such as "sleep apnea" (where you stop breathing for short periods of time) worse.

15. Any prescription medication can disturb your sleep; check with your doctor if you think this might be an unwanted side-effect.

16. Get out and about. Isolated people tend to be poor sleepers. So are people who are preoccupied with themselves and have little interest in other people.

17. Get up the same time each morning, no matter how poorly you slept the night before. This will help reset your body's natural rhythm.

18. Staying up late on Friday and Saturday nights produces what sleep experts call "The Late Night Movie Syndrome," which invites blue Mondays or insomnia.

19. If you feel sleepy at noon, go for a walk. A nap will probably disrupt your nighttime sleep.

20. Create a "ritual" before bedtime that will prepare you psychologically for sleep. Shower, brush your teeth, check the door locks, etc. This pattern will let your system know you are winding down for the night.

21. If you've lost a sleeping partner, through death or other circumstances, a dog or cat can help fill the void, say sleep experts.

22. On trips, take along your favorite pajamas and, if possible, your pillow. Arranging for a hotel wakeup call will allow you to sleep without worrying about oversleeping.

23. Get your children on a regular bedtime schedule. (Bad sleep habits often develop in childhood.)

24. The older you get, the less sleep you'll probably need. Don't force yourself to sleep eight hours. After age 50, 6½ hours is about average.

25. Don't drink before bedtime. Alcohol can help you relax, but two to three hours after you fall asleep, you'll go through an alcohol withdrawl — which will wake you.

26. If you go to bed early so you can get extra sleep before a "big day," you risk getting less sleep due to tossing and turning. It's hard to turn in before your natural bedtime.

27. Avoid strenuous exercise before bedtime; it might hype you up. Moderate exercise can extend and deepen sleep, however.

28. If you miss an entire night's sleep, you'll need only about 9½ to 10 hours the next night to make it up.

29. For persistent insomnia, consult your doctor. He or she can refer you to a hospital or university sleep disorders specialist. □

Sources: Seattle's Providence Medical Center's Sleep Disorder Center and Prevention magazine.

Who are they trying to kid?

Ever see a television commercial for a salad/cooking (vegetable) oil that implies the oil is superior because it "contains no cholesterol"?

Of course it doesn't; no salad/cooking oil contains cholesterol — only foods of animal origin (meats, animal shortening, eggs, dairy products, etc.) contain cholesterol.

What salad/cooking oils *do* contain are *fats*. Polyunsaturated ("good") fat, monounsaturated ("neutral") fat, and saturated ("bad") fat.

Nutritionists have told us over the years that polyunsaturated fats are good for us and that saturated fats are bad for us, but current wisdom holds that *all* fats should be restricted because of the number of empty calories they supply — approximately 125 calories per tablespoon.

The following chart will give you an idea of how the different salad/cooking oils compare. ☐

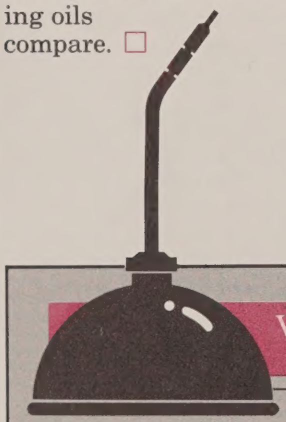
HEARTS
SWEET

Bonbons don't cause breakouts

If your Valentine sends you chocolates this Valentine's Day, there's a good chance they *won't* show up on your face February 15. According to the American Medical Association, "even large amounts of chocolate may have little effect on the course of acne in most people."

Unless you've noticed a direct correlation between bonbons and breakouts, you can take that as an all-clear and enjoy!* ☐

**Is this newsletter suggesting that it's OK to eat chocolates? Of course! In moderation. It isn't the chocolates on Valentine's Day that get us in trouble; it's the chocolates the other 364 days that are the problem.*



VEGETABLE OIL COMPARISON CHART
(Serving size = 1 Tbsp.)

vegetable oil	polyunsaturated fat (grams)	monounsaturated fat (grams)	saturated fat (grams)	cholesterol (mg.)	calories
Coconut Oil	trace	1	13	0	125
Corn Oil	8	4	2	0	125
Cottonseed Oil	6.5	3.5	4	0	125
Olive Oil	3.9	7	2.8	0	125
Peanut Oil	2	10	2	0	125
Safflower Oil*	10.5	2	1.5	0	125
Sesame Oil	6	6	2	0	125
Soybean Oil	8.5	3.5	2	0	125
Sunflower Oil	8.5	3.9	1.6	0	125

**Safflower oil is the "oil of choice" for everyday use because it has the most amount of polyunsaturated fat and the least amount of saturated fat.*

'BAD' AND 'GOOD' CHOLESTEROL

"There is a 'bad' cholesterol (LDL — low density lipoprotein), which penetrates the arterial wall and starts the artery plugging process. There is also a 'good' cholesterol (HDL — high density lipoprotein), which does not enter the wall and may act as an empty truck to pick up bad cholesterol and haul it away.

"The 'normal' lab value for cholesterol may be as high as 300 mg./dl., but the person with such a level has four times the risk of heart attack than the person with 200 mg./dl.

"An individual should keep the total cholesterol and the LDL cholesterol levels low, and the HDL cholesterol level high — above 40 mg./dl."* ☐

— Charles A. Berry, MD, MPH
Former Chief Medical Director,
U.S. Space Program

**The best way to keep your LDL cholesterol level low and your HDL cholesterol level high is to: 1) restrict the saturated (animal) fat/cholesterol in your diet and, 2) get regular brisk (aerobic) exercise.*

WORDS OF WISDOM FROM SOPHIA LOREN

"Women today are obsessed with extra weight. I have seen women at dinner parties who are so thin their shoulder blades could be weapons and they eat nothing because they're 'watching their calories.' I have known women who have virtually ruined years of their lives by believing that they are too fat to be glamorous.

"I want to tell you that if you are constantly worried about your figure and are always afraid to eat, the problem is not with your body but with your head. The first thing you need to do is realize that life is more than the absence of fat.

"If you are really overweight, you probably need the help of a doctor. If you have to lose only a few pounds, don't put off your life until you reach your perfect size." ☐

AND YOU THOUGHT *YOU* HAD PROBLEMS!

Baby whales put on weight at the rate of 10 pounds per hour.

PROTEIN

YOU'RE PROBABLY EATING TOO MUCH OF IT

The average American eats approximately 100 grams of protein a day — nearly *twice* the amount required. (The Recommended Daily Allowance (RDA) for protein is 56 grams for men and 46 grams for women.)

Excess protein in the diet is either burned off through activity and exercise (just like carbohydrates), or stored as *fat*. It is *not* stored as protein. ☐

The Frugal Gourmet™

Jeff Smith — the Frugal Gourmet — is best known for his half-hour cooking demonstration series carried by public broadcast stations across the country. A resident of Tacoma, WA, Jeff has taken special interest in low-fat/low-salt cooking since his recent heart surgery.

Trust me. Brussels sprouts can taste great!

What strange and wonderful news! The American Cancer Society and the National Cancer Institute have announced that you can reduce your risk of cancer of the gastrointestinal tract and the respiratory system if you add more "cruciferous" vegetables to your diet.

Cruciferous vegetables are the vegetables you refused to eat as a child — cabbages, broccoli, cauliflower, and brussels sprouts. Generally, they tasted bad because they were overcooked. These vegetables are called "cruciferous" vegetables because they have flowers with four leaves in the pattern of a cross.

The following dish isn't complicated, and it's delicious. (Give me a chance, will you!)

COLD BRUSSELS SPROUT SALAD

Boil or steam sprouts until barely tender (about 10 minutes). (Add a bit of peanut or olive oil to the water when you begin. It helps the sprouts stay green, instead of that awful gray that you remember as a kid.) Do not put any salt in the water. Drain and chill.

Next, cut each sprout in half and place in a large salad bowl. Toss with chopped green onion, chopped red bell peppers, and tomatoes; add your favorite oil and vinegar dressing. Top with a little pepper and some sliced almonds for garnish.

Note: this also works for frozen sprouts. Do not cook these at all; simply defrost and use them in the recipe. ☐

Copyright ©1985 Jeff Smith

SHAKING THE SALT HABIT...

Herb Cooking Tips

- There are no strict rules for using herbs; it's a good idea, though, *not* to mix two strong herbs together. Instead, mix a *strong* herb and one or more *milder* herbs (see list below).
- Dried herbs are stronger than fresh, and powdered herbs are stronger than crumbled. A useful formula is: ¼ tsp. powdered herbs = ¾ to 1 tsp. crumbled = 2 tsp. fresh.
- Leaves should be chopped very fine (the more cut surface exposed, the more flavor).
- Add herbs to dips, vegetables, and dressings several hours (or overnight) before serving.
- Herbal salt blends are merely herbs added to salt. They're too salty; avoid them.

STRONG FLAVORS

Use with care; their flavor stands out — about 1 tsp. for six servings.

Bay
Cardamom
Curry
Ginger
Hot peppers
Mustard
Black pepper
Rosemary
Sage

MEDIUM FLAVORS

A moderate amount of these is recommended — about 1 to 2 tsp. for six servings.

Basil
Celery seed and leaves
Cumin
Dill
Fennel
French tarragon
Garlic
Marjoram
Mint
Oregano
Savory (winter and summer)
Thyme
Turmeric

DELICATE FLAVORS

These may be used in large quantities; they combine well with most other herbs and spices.

Burnet
Chervil
Chives
Parsley

Source: FDA Consumer magazine

Make peace with what you're not

"While it's important to have zeniths of accomplishment, brilliance, and beauty to aim toward, it's also necessary to realize you may never come close to their measure. And furthermore, *it's perfectly okay if you don't.*

"I believe that making peace with what you're *not* is a prerequisite to success, a milestone in growing up and, above all, a *relief.* I'm relieved that I'm not a scholar or a ballet dancer, and I doubt that I'll ever write a best seller or become financially prudent. I do at times suffer regret, but I find it far more productive to remember my other, if shorter, list of what I *am:* a smart, self-aware person, and a good friend. I've finally figured out what I *really* want and can realistically achieve.

"Self-acceptance doesn't rule out self-improvement. In fact, by surrendering the impossible dreams, I've gained the energy to tackle the possible ones." □

— Judith Levine

The information in this publication is meant to complement the advice and guidance of your physician, *not* to replace it. You should by all means discuss any major change in your diet or activity level with your doctor.

This information is not the result of research at The Bob Hope International Heart Research Institute; it reflects research and studies from a *variety* of sources, as credited.

> "No one can make you feel inferior without your consent."
>
> **— Eleanor Roosevelt**

6 sure-fire stress reducers

1. Cry

There is some evidence that tears may help the body rid itself of potentially harmful chemicals produced in times of stress. Studies show that people with intestinal problems are more likely to regard crying as a "sign of weakness" or "loss of control" than healthy people.

2. Pray

"More things are wrought by prayer than this world dreams of . . . ."

— Alfred, Lord Tennyson

3. Talk it Out or Write it Down

Talk to a friend or relative about your problems. Or, write your feelings down on paper (wad up paper and throw it away when you're through). Problems can get blown out of proportion when they're bottled up inside.

4. Have Fun

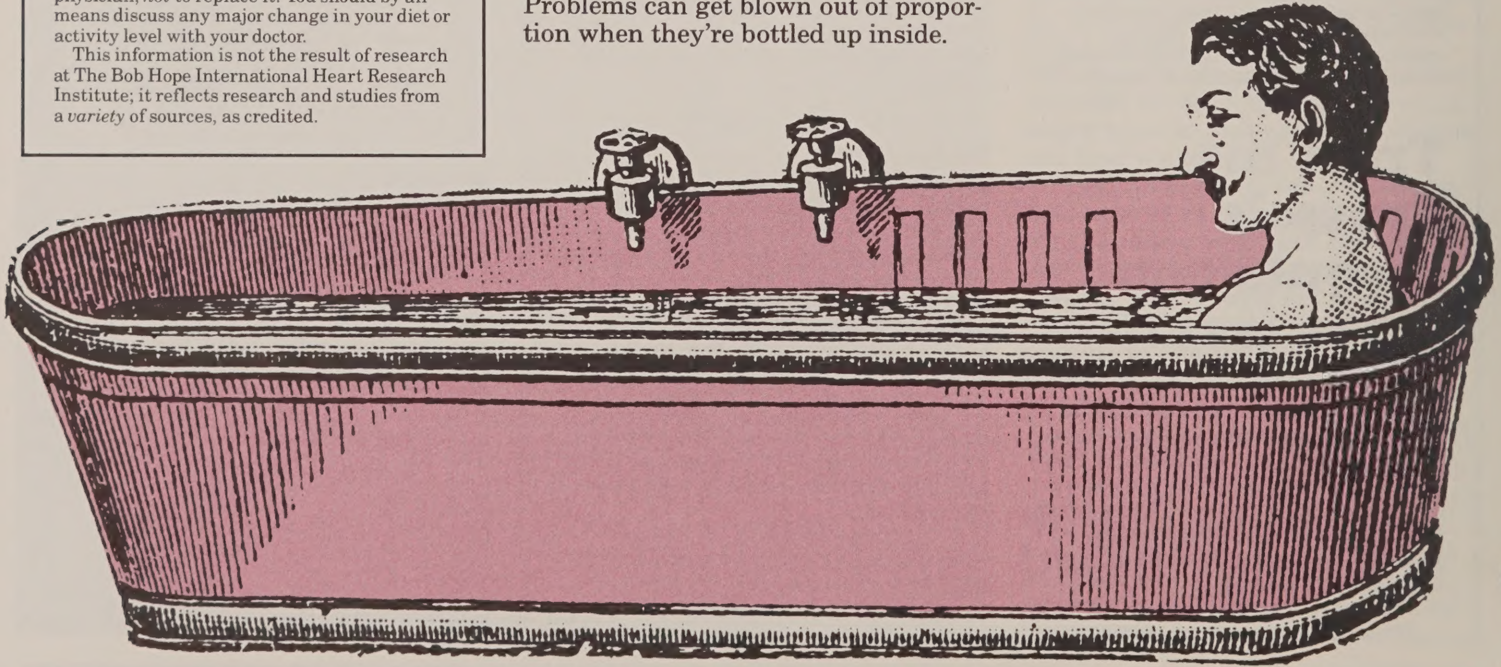
Go to a movie, watch TV, go to a sports event, or go window shopping. You'll come back from your mini-vacation with renewed energy and courage.

5. Breathe

Next time you're stressed out, check your breathing — you'll probably find you're taking short, shallow breaths and using only your chest to breathe. Taking a deep, relaxing breath and making an effort to breathe deeply and slowly is one of the quickest ways to reverse feelings of stress.

6. Go Jump in a Hot Bathtub

A hot bath or shower can do wonders for a shattered ego or harried nerves. (Unplug the phone, lock the bathroom door, and relax.) □



health yourself

Cold medicines

According to Sol Katz, MD, professor of thoracic medicine at Georgetown University school of Medicine:

- Taking two aspirin (or an aspirin substitute) and drinking plenty of fluids is still good advice when you have a cold.
- Avoid “shotgun” cold remedies that contain a lot of ingredients for a lot of symptoms. They’re expensive and you probably don’t need half the stuff that’s in them.
- If necessary, buy a cough suppressant for a dry, hacking cough. A phlegm-producing cough is actually good for you — it helps clear your lungs.
- Cough medicines labeled “liquefying expectorants” do *not* thin mucus. Only plenty of liquids can do that.
- Antihistamines are for allergies, not for colds, although most night-time cold medicines contain them.
- Don’t use a nose spray for more than three days or it can make your nose *more* stuffed up. ☐

> “The art of medicine consists of amusing the patient while nature cures the disease.”
>
> — **Voltaire**

smoking

ARTIFICIAL HEART —

A good investment?

“As a research investment, there are many other possibilities that offer greater promise than the artificial heart. If the estimated $250,000 being spent for Schroeder’s care were being used to educate people to stop smoking, we would be making a much more cost-effective investment.” ☐

— **Harvey V. Fineberg, MD, Dean**
Harvard School of Public Health

EASY WAY TO QUIT SMOKING

“Was it easy to quit smoking? Sure. Here is all you have to do.

“First, experience a crushing pain under your breast bone as you finish a cigarette. Next, have yourself admitted to a coronary-care unit and stripped of your clothing. Finally, remain in the unit at absolute bed rest for four days while smoking is prohibited.

“This broke my habit. See if it works for you.” ☐

— **Frank A. Oski, M.D.**

alcohol

How much booze in a six-pack?

The amount of alcohol in a six-pack of beer is equal to that in *six* drinks of bourbon or vodka, or *six* cocktails.*

This means that a person who “only drinks beer” can be an alcoholic as surely as the person who drinks only whiskey. ☐

**The alcoholic content of one 12-ounce can of regular beer = the alcoholic content of one shot (1½ oz.) of 80-proof whiskey.*

SEND YOUR KID TO AN ALCOHOLICS ANONYMOUS MEETING?

“I think it would be very helpful for *all* kids to go to an AA meeting. I did this when I was in high school, and I’ll never forget the experience of listening to people who had lost weekends and lost lives. These were not penal colony characters, either; they were ordinary citizens with tremendously dramatic stories.” ☐

— **Margaret Heckler**
Secretary, Health and Human Services

LABEL WARNING

“Do not place this Wine Brick in a one-gallon crock, add sugar and water, cover and let stand for seven days, or else an illegal alcoholic beverage will result.” ☐

— **Label from a Prohibition-era product made of compressed grapes**

Enough to make Lee Iacocca sick!

Vice Chairman Gerald Greenwald of the Chrysler Corporation says that *medical expenses,* not wage rates, are "the single biggest disadvantage that American car companies face."

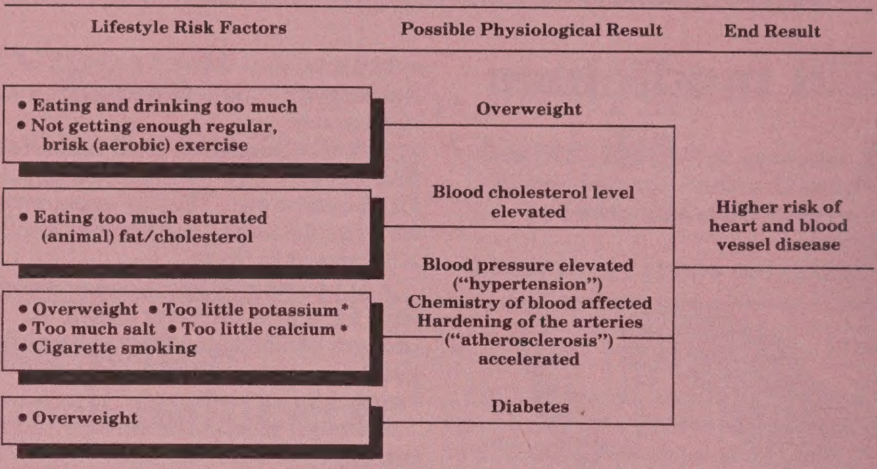
Mitsubishi Motors spends only $815 annually on health care for each employee. Chrysler, on the other hand, spends a whopping $5,700. That means that $550 of every car that Chrysler sells goes to pay its employees' health care bills.

Recognizing that health care costs are dulling its "competitive edge," Chrysler has begun a health care cost-containment program that has saved the company $20 million over the last two years while maintaining — or improving — the quality of health care for its employees.

The Chrysler cost-containment program encourages employees: 1) to *use generic prescription drugs,* 2) to *seek second opinions* for elective surgeries, 3) to *use out-patient surgery* when appropriate, 4) to *look for overcharges* on medical bills, 5) to *stay in the hospital only as long as necessary,* and 6) to *avoid unnecessary hospitalization.* ☐

Source: Dun's Business Month

LIFESTYLE RISK FACTORS ASSOCIATED WITH HEART DISEASE


Lifestyle Risk Factors
Possible Physiological Result
End Result
• Eating and drinking too much
• Not getting enough regular, brisk (aerobic) exercise
Overweight
• Eating too much saturated (animal) fat/cholesterol
Blood cholesterol level elevated
Higher risk of heart and blood vessel disease
• Overweight • Too little potassium*
• Too much salt • Too little calcium*
• Cigarette smoking
Blood pressure elevated ("hypertension")
Chemistry of blood affected
Hardening of the arteries ("atherosclerosis") accelerated
• Overweight
Diabetes

**The association between too little calcium (low-fat dairy, etc.) and too little potassium (fruits and vegetables) in the diet, and hypertension is a relatively new finding.*

KEEP THOSE NEW YEAR RESOLUTIONS!

Make 1985 the year you get in shape

☑ Get *at least* 15 to 30 minutes of aerobic exercise (e.g., brisk walking, jogging, swimming, cycling, aerobic dance) *at least* every other day (more if you're interested in weight loss).

☑ Reduce the amount of saturated (animal) fat and cholesterol in your diet. (Guidelines: limit red meat to *not more than* three or four servings a week; limit egg yolks (whole eggs) to *not more than* three or four a week; switch to low-fat dairy products (e.g., skim milk or 1%, low-fat yogurt.)

☑ Reduce the amount of sodium (salt) in your diet. (Guidelines: take the salt shaker off the table; restrict the amount of processed/packaged/canned foods in your diet.)

☑ Limit alcohol to *no more than* two drinks a day. (Guidelines: one drink = 1½ fluid oz. of 80-proof spirits, 3 fluid oz. of port or sherry with 20% alcohol content, 5 fluid oz. of 12% table wine, or a can of beer that contains 12.6 grams alcohol.) A "moderate drinker" is defined as someone who has two drinks a day.

If you're pregnant, don't drink at all.

☑ Stop smoking.

☑ Make time everyday to relax. Count your blessings. Hug a lot and be happy!

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Sales Office, which he established. Wayne is responsible for the total IDC relationship throughout the Midwest - new business and current account management. Major vendor accounts include AT&T Technologies, Burroughs, NCR, and Control Data, together with a number of Fortune 500 user accounts. Prior to joining IDC, Wayne spent several years in the leasing industry specializing in computers, telecommunications, and corporate aircrafts. Previously, Wayne spent five years as an Account Executive with IBM Data Processing. Wayne enjoys tennis, cycling, and Indiana University basketball.

Wayne Dombrowski

VALERIE ROOST joined IDC in February, 1984 as an Administrative Assistant. Valerie assists Wayne Dombrowski with administrative issues and sales support. She also provides backup when Wayne is out of the office. She came to IDC from a Yugoslavian company, where she was the Assistant to the Vice President. Valerie is working on completing a B.B.A. at Loyola University at night, after studying for three years at Michigan State University. She moved to Chicago from Michigan in May, 1982, and her hobby is frequenting a variety of restaurants and clothing stores in the Chicago area.

Valerie Roost

More News...

PCW's Marketing Seminar

From Page 1

Bart Rhoades also found the seminar educational, as it marked PC World's first attempts to launch a product in cooperation with one of the European subsidiaries. PC World hopes to hold a similar European marketing conference in the United States next year.

People

ROBERT PAYNE, the Director of Research for IDC Canada, has been selected for inclusion in the latest edition of Who's Who In The East. Published by Marquis Who's Who, Inc., this work strives to identify and chronicle the achievements of men and women who have become leaders of our political, cultural, and economic affairs. More than 21,000 such individuals will be profiled in this 20th edition of Who's Who In The East. It covers all of the New England States as well as Delaware, Maryland, the District of Columbia, New Jersey, and a number of other states, and Canada. The editors of Who's Who In The East state that only three in 10,000 people are profiled in this biographical reference guide. Congratulations, Robert!

LESLIE MILLER of CWCI was recently married to Berkley Palmer at the Marlboro Country Club. The newlyweds moved to Massachusetts from New Orleans in July of 1983. Berkley is a software engineer at Bytex, a Southboro-based computer communications company. Leslie and Berkley are anxiously awaiting their honeymoon to Oregon in July, and then a trip to New Zealand in December. Best wishes to you, Leslie and Berkley!

New Employees

CWCI's Direct Marketing Department is pleased to welcome KRISTEN JOHNSON. Kristen will be responsible for renting out subscriber lists to various mailers for their direct mail campaigns. Prior to coming to CWCI, Kristen worked for the Smithsonian Magazine in New York City as a Promotion Assistant, where she assisted with major direct mail promotions. Kristen received a B.A. Degree in English from the University of Connecticut. She now resides in Foxboro, Massachusetts with her husband, Rick. In her time away from the office, she enjoys skiing, travel, photography, and tennis. Welcome aboard, Kristen!

DONALD YOUNG is the newest member in the CWCI Mail Center. In his new job, Donald will be sorting mail, delivering and processing mail via various postal and courier services, and keeping track of warehouse and stationery inventories. Donald is currently working on a Degree in Psychology. In his spare time he enjoys dancing, writing fiction, skiing, and swimming. Best of luck, Donald!

A hearty welcome to TOM SMITH, who has recently joined Link Resources as a Research Associate with the Consumer Electronic Media Program. Tom is responsible for handling client telephone inquiries and research assignments. He has held editorial positions with the National Association of Attorneys General, Environmental Systems Research Institute, and the Language Institute of Japan, where he was also an English Instructor from 1980 to 1984. Tom received a B.A. Degree from Duke University, and an M.A.L.D. Degree from The Fletcher School of Law and Diplomacy.

Another new member at Link Resources is VANCE TIEDE, the new Senior Analyst for the Electronic Information Program. Prior to joining Link in January, 1985, Vance was an independent consultant to clients including AT&T and ITT. He also has extensive experience as a researcher on both federal government and congressional staffs. Vance attended Georgetown University's Doctoral Program in

International Relations, and is a graduate of the College of William and Mary, where he received an M.A., and Johns Hopkins University, where he received a B.A. Welcome, Vance!

CWCI's Natick sales office is happy to welcome NANCY IRWIN, the new Sales Secretary. Nancy will be providing secretarial support to the members of the CWCI Natick Sales Team. Prior to joining CWCI, Nancy was a Secretary with the U.S. Army Natick Research and Development Center. Nancy graduated from Salem State College with a B.S. in Education. In her spare time Nancy teaches at night school, golfs, refinishes furniture, and bicycles.

IDC's Marketing Department again welcomes ELLEN LEVIN, Director, Special Projects. In her new position, Ellen is responsible for special publishing ventures for the information processing industry. Previous to her new position, Ellen worked for IDC from September, 1980 until January, 1984 as a Program Manager for the Micro Services. Prior to that, she worked for Artificial Intelligence Corporation as Marketing Manager for Micro Computer Products. Ellen received her B.S. and M.B.A. in Marketing from the University of Massachusetts at Amherst. In her spare time she enjoys aerobics, skiing, and reading. Welcome back to IDC, Ellen!

CWCI's editorial staff extends a warm welcome to KELLY SHEA, the new Copy Editor for Computerworld. Kelly is a graduate of the College of William and Mary in Williamsburg, Virginia. While at the college, Kelly received a B.S. in English and Biology. She then joined the William and Mary School of Law, Institute of Bill of Rights Law, as an Administrative Assistant. In November of last year, Kelly completed a nine-week journey through the British Isles and Western Europe. Best wishes for your success at CWCI, Kelly!

Anniversaries

One-Year Anniversaries

Sara Bedell, WGE
Dennis Christensen, CWC/P
Stephen Delacy, CWCI
William Heydolph, WGE
Tommie Jaeger, WGE
Star Kachodoorian, CWC/P
Carol Lake, CWC/P
David Raether, WGE
Tina Rapp, WGE
Chris Schmidt, CWC/P
Suzanne Self, WGE
Sue Tanona, CWC/P
Byll Travis, PCW
Laura Valanzola, IDG

Two-Year Anniversaries

Barbara Borgel, PCI
Brad Dixon, CWC/P
Jeffrey Dziama, IDC
Kathleen Girard, PCW
Lucy Sheehan, IDC
Kristie Van Valkinburgh, CWCI
David Vellante, IDC

Three-Year Anniversaries

Judy Baron, IDC
Fred Losapio, CWCI
Roger Murphy, CWC/P
Sandra Schleinz, IDC

Four-Year Anniversaries

Fiona Davies, CWC/P
Margaret McIndoe, CWCI

Five-Year Anniversaries

Darlene Dichard, CWC/P
Shirley Lary, CWC/P

Six-Year Anniversary

Ann Baker, IDG

Seven-Year Anniversary

Thomas Monahan, CWCI

Ten-Year Anniversary

Lee Vidmer, CWCI

Etcetera

Change of Address

Please note the following change of address, effective immediately:

IDC Sweden
Soroegatan 21
16341 Spaanga
Sweden

Telephone: 08-750 67 74
08-750 67 76

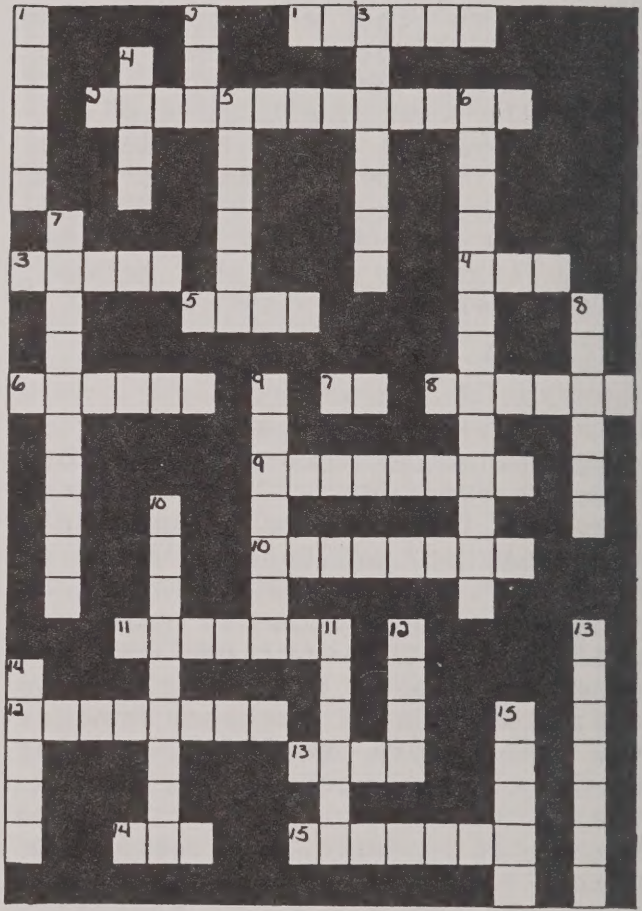
The following address change is also effective beginning March 6, 1984:

IDC Deutschland
Stuttgarter Str. 10
D-6236 Eschborn
West Germany

Telephone: 06196-48688
Telex: 4175006

Consider This

How Much Do You Know?



SOLUTION ON PG. 8

ACROSS

1. A Spanish language weekly tabloid newspaper devoted to serving the computer industry in Spain. Established in 1981. Computerworld ______.
2. A weekly tabloid newspaper for computer users and other members of the computer community, founded in 1967. Has a paid circulation of over 120,000 copies.
3. A biweekly newspaper devoted to the information needs of computer users in the Norwegian computer industry. Established in 1983.
4. A publication of CWCI/Peterborough which was founded in 1983 and serves the users of the Commodore Vic-20 and 64 personal computer systems.

5. The section in the *IDG Update* which covers various company happenings around the world.

6. The Vice President of Finance at IDG.

7. A CWCI/Peterborough publication for radio amateurs.

8. The President of IDC.

9. The Chairman of IDG, and Founder of IDC and CWCI.

10. A weekly tabloid newspaper devoted to the informational needs of computer users in the United Kingdom. _____ News.

11. A publication founded in 1983 serving the users of the Radio Shack Color Computer.

12. PC World Communications publishes this magazine dedicated to Apple Computer's Macintosh Computer users.

13. Continuous Information Management Services (abbr.). A service of IDC.

14. The parent company of IDC and CWCI.

15. IDC is dedicated to providing the best of this to its customers.

DOWN

1. A CWCI publication in France. Le _____ Informatique.

2. The IDC newsletter for executives concerned with the electronic data processing industry. The _____ Industry Report.

3. A magazine published 14 times per year for users of the IBM personal computer and its compatibles. Its publishing company was started in November, 1982.

4. President of CWCI, in Framingham, Mass.

5. A weekly newsletter published by the office of the Chairman of the Board at IDG.

6. _____ is the leading market research and consulting firm in the new electronic media industry.

7. Computerworld de Mexico publishes this monthly magazine dedicated to microcomputer and small business equipment users.

8. A monthly magazine, published by Computerworld Communications, S.A. in France, devoted to the users of the Apple Computer.

9. A publication of CWCI/Peterborough which was started in 1980, and serves the users of Radio Shack Computers.

10. Popular Computing, Inc. publishes this weekly tabloid newspaper for microcomputer users. Started in the fall of 1979.

11. IDC's new _____ Data File.

12. Procurement Information Management Service (abbr.). A service of IDC.

13. IDG and all its subsidiaries are striving for _____.

14. IDG's newest electronic link between all its offices worldwide.

15. _____ Ventures offers a series of continuing Information services including Unix markets and strategies service, application software services, and software development services.

Classified

PRESIDENT

Due to the retirement of Wayne Green as President of CWC/Peterborough, a new President is to be selected. A well qualified candidate for this position should have experience in managing a publication company, particularly one involving several special interest magazines. The desired candidate should have the ability to define the mission for the business unit; establish goals and objectives; define tasks to be accomplished; assign personnel; and coach, encourage, and supervise each publishing team to attain the year-by-year operational objectives for the current magazines. In addition, the desired candidate for this position should possess the ability to identify new publishing opportunities, develop plans, obtain advertiser pre-publication commitments and conduct circulation tests, recruit qualified personnel, and supervise the implementation of the start-up operations for new publication. The candidate should also be able to negotiate advantageous commitments for editorial, mailing list, advertising, and related support from companies whose products the magazine covers, as well as effectively represent our company at leading computer industry and magazine industry functions. Interested candidates should apply in writing by March 6, 1985, with a statement of their relevant past experience and the reasons why they feel they are qualified to be considered for this position, to Patrick McGovern, IDG, 5 Speen Street, P.O. Box 1450, Framingham MA 01701. (No telephone calls, please.)

SENIOR REPORTER

InfoWorld has an immediate opening for an experienced Reporter in the Framingham area, to cover the microcomputer industry and write weekly news. This position reports to the Bureau Chief, and is responsible for covering events and maintaining beats on the east coast, and writing original as well as assigned news stories. Some travel is required. The successful candidate will have experience in news writing, familiarity with the world of microcomputing (specific computer news experience preferred), proven writing skills, the ability to work under weekly deadlines, and a desire to contribute to the growth and definition of *InfoWorld's* news coverage. Contact Michael McCarthy, News Editor, *InfoWorld*, 1060 Marsh Road, Suite C200, Menlo Park, CA 94025, (415) 328-4602.

PRODUCTION SERVICES ASSISTANTS

IDC's Production Department is looking for new Production Services Assistants. IDC needs people able to proofread and edit, and who are willing to learn how to format and finalize IDC's and Link's prodigious output of memos, reports, and newsletters. Future responsibilities will include creating graphics and slides, and teaching office machine operations (Wang terminals, copiers, PCs, FAXs). The ability and temperament to handle detail and deadlines is crucial. Please call, or send a resume to Pam Gendreau, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x211.

PRODUCT SUPPORT REPRESENTATIVE

IDC is looking for someone to assist in the support and ongoing maintenance of a database of computer vendors and products. The individual will be responsible for the tracking of a certain segment of the marketplace, as well as assisting in the database's overall maintenance. The position provides the right candidate with an excellent opportunity to learn a great deal about the computer industry. Current knowledge of the industry is a plus. College degree preferred. Interested applicants should contact Mike Hovagimian, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x258.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-975-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

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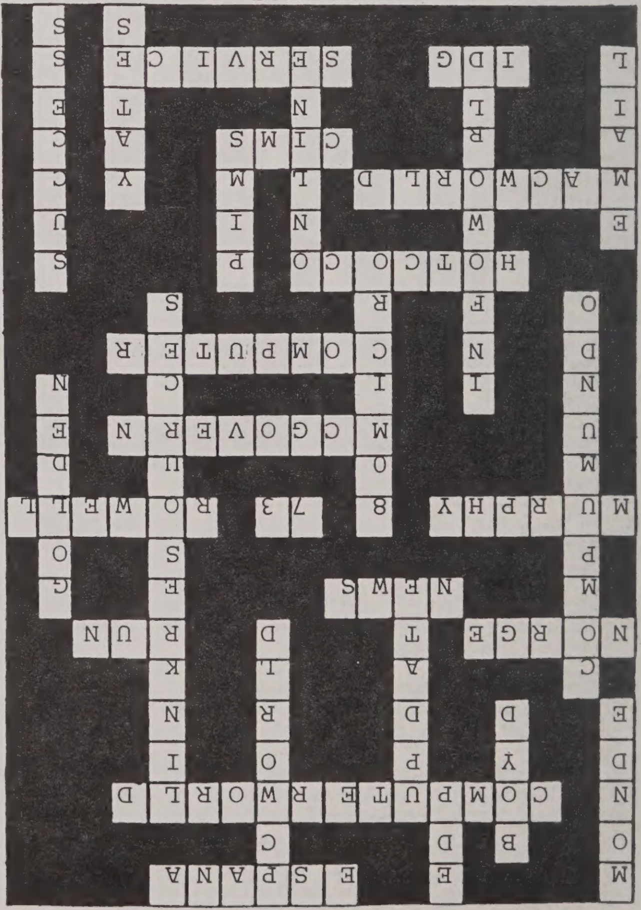
WANTED - HOUSE TO RENT

Couple looking for small house to rent in Natick or surrounding areas. Excellent references available upon request. Please contact Andrea Seiff, IDG, (617) 875-5000, x452.

FOR SALE

1973 Plymouth Valiant, 6 cylinder, green. 63,000 miles, AM/FM stereo/cassette. Needs some engine work. Asking $500. Call Vickie Bagley at (617) 875-5000, x460.

SOLUTION



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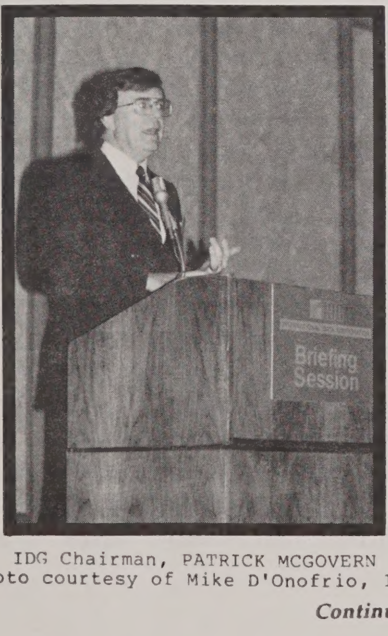
IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 10 March 11, 1985

IDC Briefing Sessions Off to a Great Start

IDC's Annual Briefing Session, held in Boston on March 1st at the Westin Hotel, had a record number of registrants with approximately 1,000 attendees, and record revenues this year. Offering the session's introduction was IDG Chairman PATRICK MCGOVERN, who discussed growth in 1984, which included six continuous services, three newsletters, and the on-line facilities, and IDC's new acquisitions, Talmis and Yates Ventures. IDC's Vice President of



IDG Chairman, PATRICK MCGOVERN
(Photo courtesy of Mike D'Onofrio, IDC)

Continued on Page 6

Macworld Expo A Huge Success

Closing with nearly double the projected attendance, the Macworld Expo, held on February 21-23 in San Francisco, California, was certainly a trade show to remember. The show reportedly had 18,000 enthusiastic attendees, and many of the 100 exhibitors completely sold out of their product. Macworld's Director of Marketing and Sales, JIM MARTIN, reports that one vendor's booth paid for itself in sales during the first two hours of the show. Macworld itself distributed 8,000 free copies of the February issue, and back issues sold as well.

Two social events hosted by Macworld highlighted the Expo. On Thursday evening, over 500 members of the trade and press toasted a successful first year at a party held at the San Francisco Opera House. On Friday evening, Apple Computer Chairman Steve Jobs was the guest of honor at a private dinner for Macworld and Apple staffers at the Sutter 500, one of San Francisco's newest restaurants. DAVID BUNNELL, Publisher of Macworld,

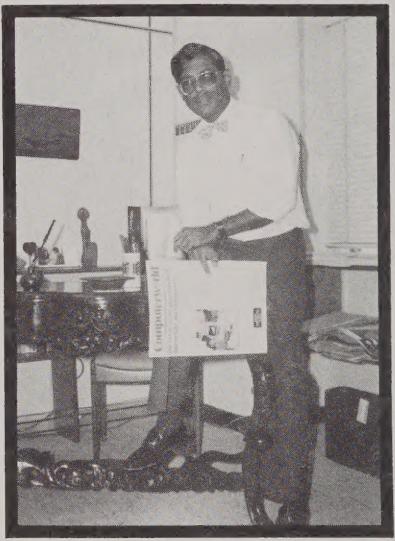
Continued on Page 7

Spotlight

Asian Computerworld

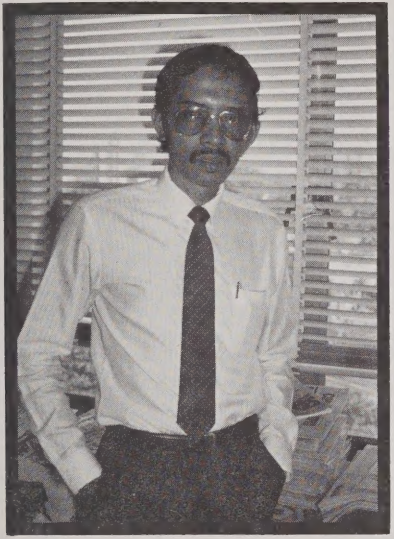
The first issue of The Asian Computerworld was produced in Singapore on February 27, 1984. It initially covered Singapore, Hong Kong, Thailand, Malaysia, Indonesia, Brunei, and the Philippines. The publication currently enjoys a circulation of approximately 10,000 copies. The Asian Computerworld has made significant inroads by establishing itself as a force to be reckoned with in the region. To further enhance its progress, in February, 1985, the paper was split into two editions: the North Asia Edition, covering Hong Kong, China, Japan, Korea, Taiwan, Macau, and the Philippines; and the Southeast Asia Edition, covering Singapore, Malaysia, Indonesia, Thailand, Brunei, and Australia. It serves as a very important link between China, Japan, and the West.

DAVID NAIDU is Managing Director and Publisher of The Asian Computerworld. He brings to his position approximately 25 years of experience in all fields of the communications industry, having worked as a journalist, broadcaster, television producer, visualizer, graphic specialist, advertising executive, public relations officer, market research analyst, and printer. He has won three international awards for his creative work in both writing and creative design, and he also speaks six languages. Prior to starting up The Asian Computerworld, David was Managing Director of several companies, in activities ranging from advertising, public relations, property development, import/export, and manufacturing. He is widely known and respected in the communications industry in Singapore and the region.



David Naidu

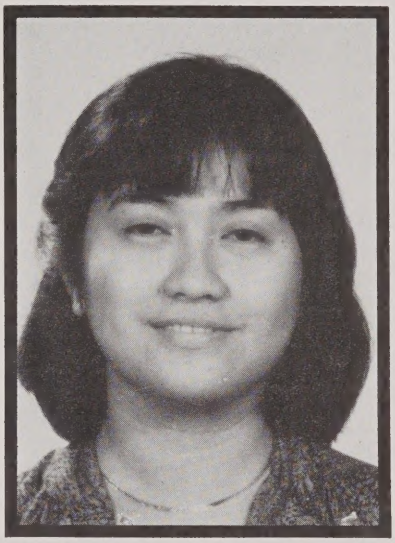
Associate Editor ABDUL RAHMAN wears two hats. He is first and foremost responsible for editing and supervising the production of both editions of The Asian Computerworld. At the same time, he is also the Southeast Asia Bureau Chief, responsible for covering computer-related news in the world's fastest growing region. The countries under his area of responsibility are Singapore, Malaysia, Indonesia, Thailand, Brunei, and Australia. A graduate in Sociology, he was a public relations officer in telecommunications administration, and the head of the publications unit of a regional communications research organization. He was also a correspondent for an international broadcasting magazine. Abdul involves himself with writing educational computer programs for his six-year-old daughter, and taking care of his two-month-old daughter.



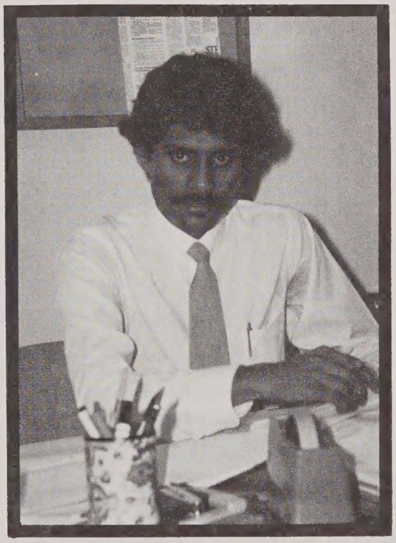
Abdul Rahman

HELEN ROMERA has been with The Asian Computerworld since January, 1984 as the Manila-based correspondent, but she is actually the "youngest" member of the editorial desk, having recently been appointed Sub-Editor of both editions. Prior to her position in Singapore, she was a free-lance writer, deskman for a business daily, and PR consultant to a number of computer firms and government offices. Her husband, Doy, is a political science professor. She has 3 children; twin 8-year-old sons, and a 7-year-old daughter.

DAVID ROSARIO joined The Asian Computerworld recently as Production Executive. He is responsible for the newspaper's layout and ensuring that every issue is produced on schedule. He previously worked for a local publishing house, producing newsletters, magazines, and business directories. David is active in social work and is interested in squash and archery.



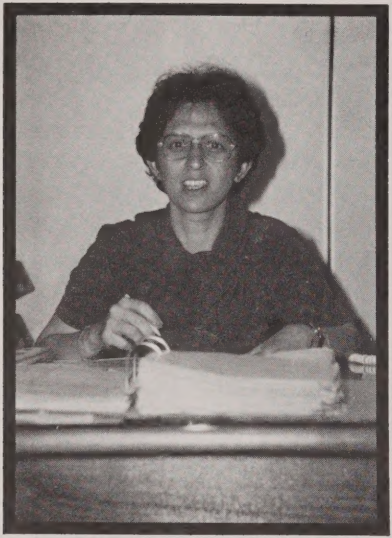
Helen Romera



David Rosario

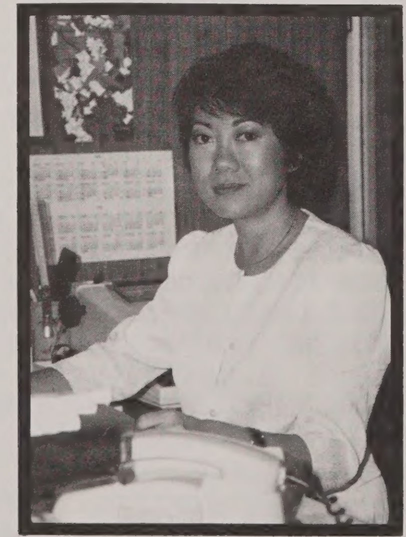
WENDY TRAIL-SEQUEIRA has been with The Asian Computerworld for nine months as Receptionist/ Traffic Coordinator. She mans the switchboard, performs reception duties, and prepares all advertising material to meet publication deadlines. Prior to her appointment, Wendy was with an American oil company for close to ten years as a receptionist and junior secretary.

She has two children, ages 5 and 3, and concentrates on being a wife and mother after office hours.



Wendy Trail Sequeria

CLARICE WEE joined The Asian Computerworld in April, 1984 as Executive Secretary to the Publisher. She is David Naidu's right-hand in administration matters. She has ten years of secretarial experience in varied environments: an airline, ad agency, insurance company, and an international service organization for the third world countries. Clarice plays squash, jogs to keep fit, and loves to travel.



Clarice Wee

WINIFRED CHAN is a Cub Reporter on the Editorial Team. At present she is "cutting her teeth" on news gathering and news writing. She previously worked in the real estate industry, appraising property, before being inspired to write. Winifred completed a systems analysis course before she joined The Asian Computerworld. When not ferreting out news or hewing reports, she comtemplates immortality through yoga.

Winifred Chan

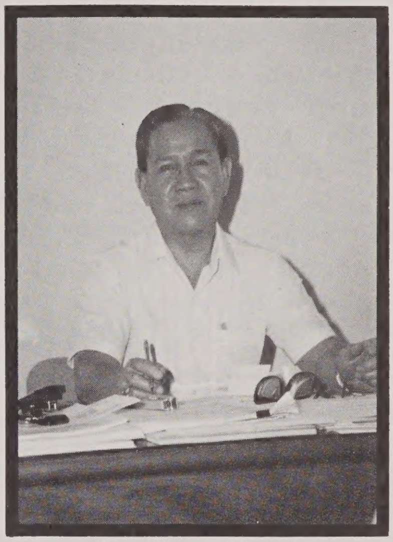
DAWN KLEINMAN is a young lady on the move, first joining The Asian Computerworld as Advertising Traffic Coordinator, then moving on to Sales Traffic Coordinator before her latest appointment as Regional Sales Manager. She is responsible for generating advertising revenue in Singapore, Malaysia, Thailand, and Indonesia. Dawn's previous experience was in organizing exhibitions and promotional campaigns for a luxury line of goods. After a hard day Dawn lets her hair down with music, dancing, or a good book.

Dawn Kleinman

VERONICA DRYSDALE, Circulation Assistant, ensures that each fortnight 10,000 subscribers get their copy of The Asian Computerworld promptly. She worked in clerical and secretarial capacities prior to joining the company.

Veronica Drysdale

An Account Assistant who performs the awesome task of keeping the books in order is LIM KENG CHUAN. He maintains the daily accounts, prepares the profit and loss statements, and compiles the business reviews. Chuan has worked in an accounting environment for a long time, and before joining the company he worked in a specialized souvenir store. He takes his mind off figures through tending his garden, puttering around the house, or watching TV.

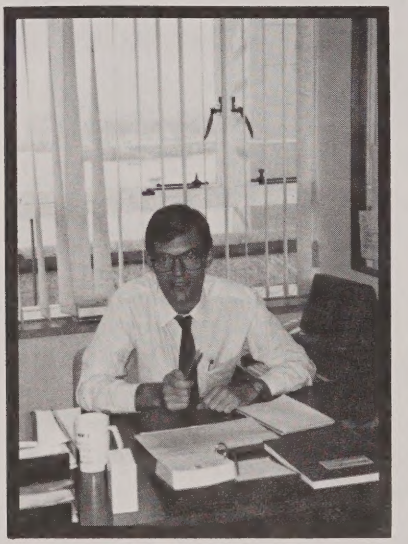


Lim Keng Chuan

MICAELA DE ALMEIDA, the third member of the Hong Kong team, is Advertising Traffic Coordinator. She is truly cosmopolitan, being of Scottish, Chinese, Indian, and Portugese ancestry. Micaela speaks fluent Cantonese and "enough Portugese to get by." She enjoys snorkeling, bowling, music, and painting.

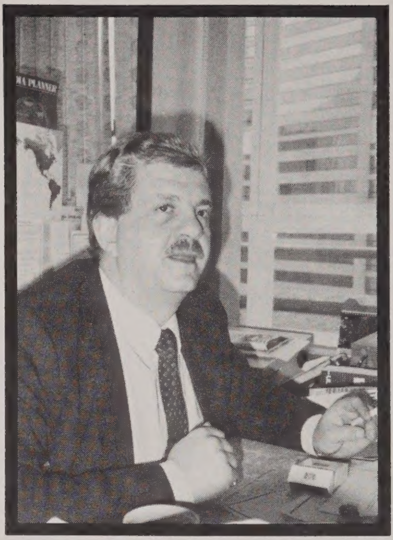
Micaela DeAlmeida

FRANCIS PEARCE, Hong Kong Bureau Chief, keeps the presses busy with the latest reports from Hong Kong, China, Taiwan, South Korea, Macau, and the Philippines. His journalist career began in 1976 in the United Kingdom. He has specialized in computer-related topics for the last four years. Before he joined The Asian Computerworld, he edited a CAD/CAM magazine and worked as a technical editor on an IBM PC monthly. In his spare time, Francis paints and, as of January when he was appointed to Hong Kong, he is learning Cantonese.



Francis Pearce

The Regional Sales Manager for North Asia is MELVYN BENNETT. He is responsible for gathering advertising revenue from the region. He had previously been Regional Advertising Manager for a rival computer publication. A Briton, born and educated in the West Midlands, he began his 15-year career in sales and advertising with a large U.K. regional newspaper group. Melvyn tempers his revenue gathering instincts through literature and music, his main leisure interests.



Melvyn Bennett

More News...

IDC Briefing Sessions Off to a Great Start

From Page 1

Corporate Research, WILL ZACHMANN, reviewed the industry's technology, commenting on the industry's future directions. Will fears a probable tilt to recession versus two to three years of sustained growth. He said that prudence is the key to the future of the information industry. However, he did see a surge of new products and services in years to come, and said, "We are about to emerge from the first to the second generation of computer years." HANK JANSON, Director of IDC's Information Systems Service, discussed the MIS Department, and outlined the pitfalls and opportunities facing MIS executives today. KIM MYHRE spoke on the topic of communications, examining the climate of communications and the industry. "Trends in Operating Systems" was covered by JEAN YATES, President of Yates Ventures, who presented an analysis of both current and future trends in the development of operating systems, which spans the range from micros to superminis, and from PC/DOS to VMS.

The afternoon discussions included AARON GOLDBERG giving a talk on major trends and long-term expectations for the personal computer market. DAMIAN RINALDI spoke on software trends, covering competition and technological pressure combined with an increasingly demanding and sophisticated customer base which is changing the shape of the value-added marketplace. JACK HART, IDC's Director of Professional Services, gave a 1985 update on IBM directions. This session represented the consensus of IDC's Senior Analysts, and was presented for the fifth year by Jack.

WILL ZACHMANN gave his Information Industry Predictions for 1985, on the questions: "Where is the industry going? Who will the winners and losers be? What must users do to take advantage of new products and technology?" What will be the critical innovations of 1985?"

Following the day's events, a cocktail reception was held for all attendees. The IDC 1985 Briefing Sessions are off to a great start! ▦

Macworld Expo A Huge Success

From Page 1

paid tribute to the "magic" that was the ultimate catalyst in the successful combination of a magazine and a computer. Special music, commissioned to honor Macworld's first anniversary, was performed that evening by, who else? . . . A Macintosh!

While credit is due to many people who worked so hard in making Macworld Expo a success, special kudos should go to PC World's CAROL LEVY, Trade Show Coordinator, for the success of Macworld's two booths; and RANDI GLASER, Senior Administrative Assistant, for organizing the Macworld party and dinner. ▦

People

On a recent business trip spanning six countries in eight days, February 10-19, CWCI's Director of International News Services, SUSAN BLAKENEY, and PC World's International Editor, KAREN DOWELL, met with CWCI's International Managing Directors and Editors in London, Copenhagen, Stockholm, Oslo, Paris, and Munich. Susan and Karen touched base at the CWCI European offices to discuss electronic mail usage, and exchange news and information within the CWCI Network. Discussions ensued on the strengthening of overseas ties and reinforcing corporate commitment to serving the data processing industry.

GEORGE DESALVO, Director of the Communications Technology Service (CTS) for the IDC Washington Division, spoke on January 29, 1985 at the Communication Networks Conference in Washington, D.C. This conference was attended by a record-breaking 10,000-plus people. Communication Networks offered a variety of in-depth conference sessions for telecommunications users and vendors. George was part of the

"Federal Communications Procurement" panel that provided perspective on federal civilian and defense requirements for communication networks. His talk focused on the private sector requirements that complemented or contrasted with the federal government's needs.

Congratulations to RAYLENE JORGENSEN and her husband, Frank Robinson, on the birth of their daughter, Brittany Layne, on February 2, 1985 at George Washington University Hospital in Washington, D.C. Brittany weighed in at 7 pounds, 9-1/2 ounces, measuring 20 inches. Best wishes to all of you for a healthy, happy life together!

Promotions

Congratulations to MARY CHAVES IBRAHIM, who was recently promoted to Sales Promotion Coordinator for Micro MarketWorld. In her new position Mary will be responsible for creating sales graphics and presentations, and monthly and annual sales reports, in addition to a Weekly Sales Bulletin for the Micro MarketWorld working force. Mary has been with Micro MarketWorld for a year and a half, and prior to her most recent promotion has held positions as Administrative Assistant to the National Sales Manager and Assistant National Advertising Supervisor. Best of luck in your new job, Mary.

New Employees

CWCI is happy to welcome PATRICIA FAHERTY, who has been hired as the new Editorial Assistant for Computerworld. Most recently, Patricia has been working as a Circulation Customer Service Representative for the Middlesex News. She worked at the Middlesex News for the past eight years, and has had experience in many different areas of the newspaper business, from the camera room, to display advertising, to classified advertising. Welcome aboard, Patricia!

Anniversaries

One-Year Anniversaries

Leslie Barton, PCW
Catherine Caskey, IDC
Diane Gronberg, CWCI
Christina Spence, PCW

Two-Year Anniversaries

Jeffrey Melnick, CWCI
John Reichmuth, IDC

Five-Year Anniversary

John Dix, CWCI

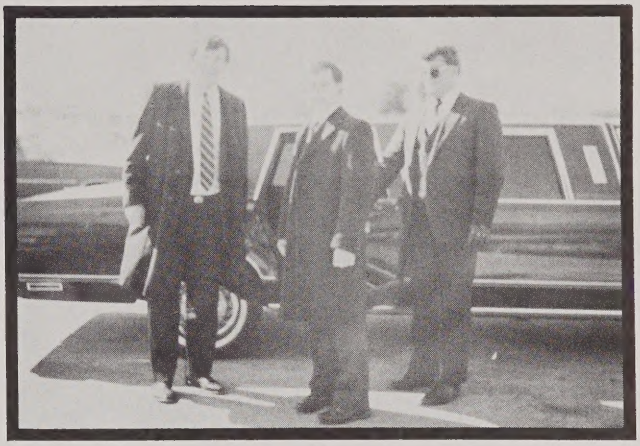
Happy 10th Anniversary

The Ritz-Carlton Hotel in Boston has grown accustomed to seeing the face of IDG Chairman PAT MCGOVERN, and especially so this week, because he escorted both MARION KIBBEE and RICHARD PRIANTE of CWCI to separate luncheons as they celebrated their ten-year anniversaries with the company.

Marion, who began employment on February 17, 1975 as a Circulation Clerk, was guest of honor on Wednesday. In October of 1976 Marion was promoted to Secretary to the President in the General Administration Department and, as of January 25, 1985, she assumed the title and position of Director of International Services for CWCI. Marion is currently responsible for the worldwide financial reporting system involving 57 publications in over 20 foreign countries. She serves as budget administrator for CWCI's foreign operations, as well as for the United States. As if this weren't enough to keep her busy, she is in the process of having a home built.

MARION KIBBEE and PAT MCGOVERN on their way to a luncheon at the Ritz-Carlton Hotel in Boston.

Richard Priante was Pat's guest on Thursday, as he too started with CWCI on February 17, 1975. His affiliation with Computerworld began while he was attending Northeastern University, earning his Bachelor's Degree in Business Administration. In 1979 he was promoted to CW Documentation Clerk, and he later headed up the Reader Qualification Services for all of CWCI's domestic publications. In July, 1983 Richard was promoted to Circulation Fulfillment Manager, and in February he assumed the position of Circulation Marketing Coordinator for On Communications. Richard is married, with one daughter, and he lives in Stow, Massachusetts.



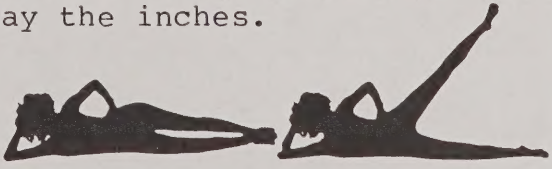
Chairman PAT MCGOVERN helps celebrate RICHARD PRIANTE's tenth anniversary by treating him to the traditional Ritz-Carlton luncheon.

Congratulations to both Marion and Richard, and best wishes for continued success at CWCI!

Fitness Focus

Exercising To A New You!

With warm weather around the corner, you may wish to shed a few of those winter pounds. Consequently, you've probably decided it's time to diet again! Yet, you should do more than just diet. Any sensible diet will tell you to accompany it with an exercise program. However, you don't need to join an expensive health spa or their exercise classes to get results. You can start a sensible exercise program at home today, and save money while you whittle away the inches.



The rewards from exercise are numerous. Not only do you trim inches off your figure, but at the same time your muscles grow supple and flexible. Chronic fatigue will vanish. Exercise will increase energy and vitality and will reduce stress. Exercising lowers your blood pressure, improves your cholesterol count, and lowers your blood sugar.

Once you have received your doctor's approval, set up an exercise program with realistic goals. If you expect miracles overnight, you may get discouraged and quit.

In planning your exercise program it is important to consider what time to exercise, where you're going to exercise, and what to wear. No matter how busy you are, find time to exercise. Many people start the day off with some calisthenics. Schedule this time into your daily routine. Benefits come from exercising each day (or at least five out of seven). Never exercise until one hour after eating.

There are several types of exercise programs available to do in your home, from the traditional workout of push-ups, knee bends, and toe touching, to aerobic dancing or yoga. Whatever program you choose, remember there are a lot of different activities that also burn up calories and help keep you fit. For outdoors, walking, running, swimming, jumping, and biking are all good forms of exercise.

No matter what exercise routine you choose, stick with it. The benefit of good health should be enough incentive for you to keep an exercise program as an integral part of each day.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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Classified

SENIOR REPORTER

InfoWorld has an immediate opening for an experienced Reporter in the Framingham area, to cover the microcomputer industry and write weekly news. This position reports to the Bureau Chief, and is responsible for covering events and maintaining beats on the east coast, and writing original as well as assigned news stories. Some travel is required. The successful candidate will have experience in news writing, familiarity with the world of microcomputing (specific computer news experience preferred), proven writing skills, the ability to work under weekly deadlines, and a desire to contribute to the growth and definition of InfoWorld's news coverage. Contact Michael McCarthy, News Editor, InfoWorld, 1060 Marsh Road, Suite C200, Menlo Park, CA 94025, (415) 328-4602.

WANTED - HOUSE TO RENT

Couple looking for small house to rent in Natick or surrounding area. Excellent references available upon request. Please contact Andrea Seiff, IDG, (617) 875-5000, x437.

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IDG UPDATE

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Volume 15, Number 11 March 18, 1985

IDC Creates New Division

PETER ROWELL, President of IDC, recently announced that a new International Services Division has been formed to solidify IDC's position as the preeminent market research company in the industry's international market. The division's long-term objective is to consolidate IDC's worldwide research capabilities into revenue-generating, continuous services which offer true international service capabilities.

In 1985 the International Services Division will be a liaison with the IDC and CWCI international offices in order to produce on a regular basis, commencing in the third quarter, a series of information notes on the leading international markets. These notes will provide summaries of market estimates, economic conditions, and "how to do business" advice. The division will also act as a focal point for U.S. companies wishing to export to the European and Asian markets, and will provide them with information, advice, and consulting services; and vice versa for European companies coming into the U.S.

For 1986 the division plans to produce detailed country-by-country analysis reports updating the 1981 International Market study, which has been regarded as a "bible" by many IDC clients.

Continued on Page 3

LMI's On-Line Publishing Experiment

LE MONDE
INFORMATIQUE
COMPUTERWORLD COMMUNICATIONS SA

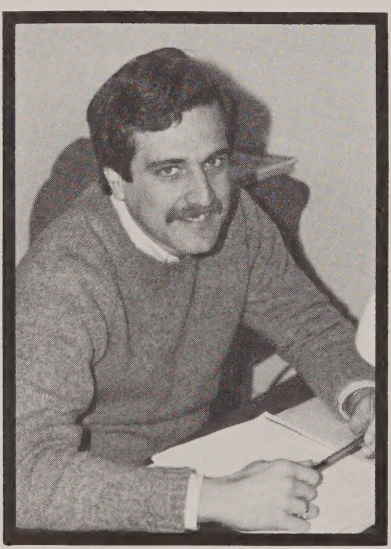
Computerworld Communications S.A. in France has recently published the first quarter results of its electronic publishing experimental program, "LMI Telematique." The program, which was launched in November 1984, utilizes "Minitel" videotex terminals which are lent out by the

Continued on Page 4

80 Micro Ad Sales

80 Micro, a monthly magazine dedicated to Radio Shack TRS-80 computer users, is published by CW Communications in Peterborough, New Hampshire.

RICH ALDEN, Sales Representative for 80 Micro, came to CW Communications/Peterborough in July, 1983. Rich is a graduate of St. Bonaventure University, where he received a Degree in Business Marketing/Management. Rich is married, and the father of a new baby girl. In his spare time he is active in various aviation historical associations.



Rich Alden

MARY HARTWELL is the Ad Coordinator for 80 Micro. Mary joined the 80 Micro staff in 1982. Prior to coming to CWC/Peterborough, she served as the Assistant Manager of R&R Jewelry in Keene, New Hampshire for seven years. Mary enjoys sewing and gardening in her spare time.

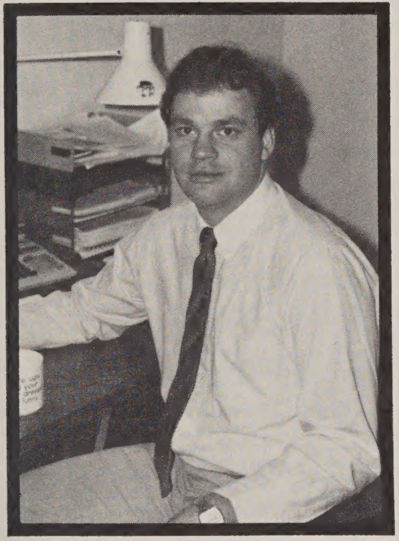
Mary Hartwell

Judy Walker

The newest member of the 80 Micro team is JUDY WALKER, Advertising Secretary, who joined CWC/Peterborough in November, 1984. Previously Judy worked at Humana Hospital Cypress in Pompano Beach, Florida as Engineering Secretary. Judy's position

Continued

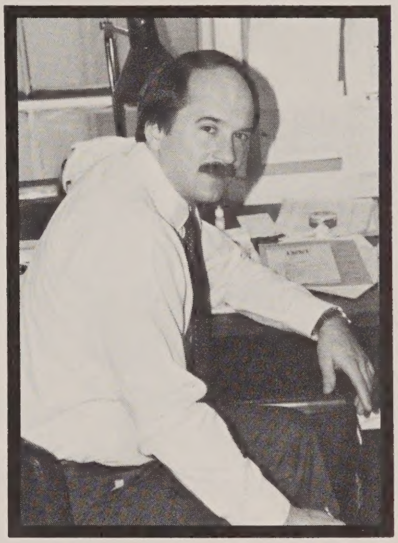
at 80 Micro consists of keeping the busy Advertising Department organized. In her spare time she enjoys her grandchildren, knitting, sewing, and bottle art.



Mike Wozmak

MIKE WOZMAK transferred to the 80 Micro Advertising Sales Department from Wayne Green Books in April, 1984. He graduated from Keene State College with a Degree in English, and is currently completing his Business Management Degree at Franklin Pierce College on a part-time basis. In his spare time, while not perfecting the fine art of lounging, Mike plays in the New Hampshire/Vermont Summer Lacrosse League, and is a member of the Eastern Professional Ski Instructors Association.

80 Micro Sales Manager WILLIAM "BUZZ" SMITH has been with CWC/P since November, 1983. As Sales Manager, William's main responsibility is to coordinate sales activities for both the east and west coasts. He is a graduate of Clarion University of Pennsylvania, and has done graduate work in D.B.M.S.C. and the University of New Hampshire. William came to 80 Micro from a Cambridge-based high tech weekly newspaper, and prior to that he was publisher of Country, a guide to the Monadnock Region.



William Smith

More News...

New Division

From Page 1

Peter Rowell also announced the appointment of JACK HART as Vice President of the International Services Division. Jack has extensive experience in international business, having coordinated IDC's Asian operations for the past three years, and having participated in the European Briefing Sessions since their inception in 1981. Aside from his duties with the International Services Division, Jack will also act on the recently formed IBM watching committee, and will be available on an ad hoc basis to help with any client inquiries. Jack will also continue

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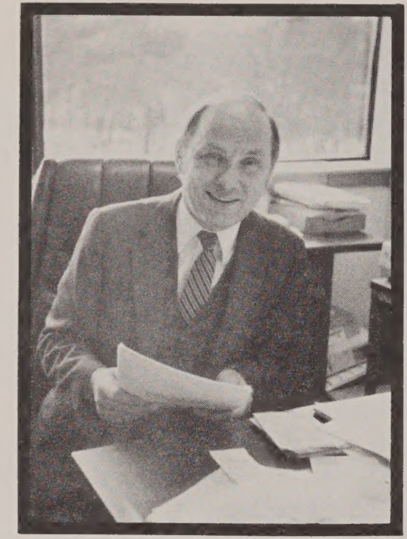
organizing the contents of the Briefing Sessions, and will remain a moderator at the IDC Executive Conferences.



Jack Hart

LMI's Experiment

From Page 1

French postal and telecommunications authority (PTT) free of charge to French telephone users to replace the paper telephone directory. The experiment has created one of the largest worldwide videotex networks, with 500,000 users connected in November, and 1,500,000 connections projected by the end of 1985.

CW/France decided to experiment with this new technique on a large scale with Le Monde Informatique, CW/France's weekly newspaper dedicated to French computer professionals in the industry. The menu offered by LMI to its readers through the use of the Minitel terminals includes news of the week, questionnaires, and results on the telematique experiment itself, a professional calendar of shows and conferences, recruitment ads, used equipment advertising, mail boxes for users, and CW's Buyers Guide on-line.

The average number of daily calls to the LMI host computer has increased steadily. According to a recent survey, 56% of LMI readers have a Minitel terminal in their office, which means that 8,400 LMI readers can now call Telematique, a figure which should increase with LMI's circulation progress and the market penetration of Minitel equipment in the future.

Higher value-added programs are now envisioned to generate new revenues from readers through additional subscriptions fees for special sections. Advertising on an experimental basis is also due to begin in April on LMI's Telematique menu.

People

A.W. FARRA of PC World recently gave a speech to the Association of Management and Supervisors for the high tech firms in the Silicon Valley concerning the topic, "Money Isn't Everything . . . The Truth About Motivation." In this speech she covered the nine most popular motivational tools used by management, and the relative merits. In addition, she was elected as Chairman for the 1985 term of Silicon Valley's networking organization, "Professional Connections for Women."

Congratulations to JOHN DESMOND, of Computerworld's Editorial Department, and his wife, Diane, who gave birth to a 7-1/2 pound daughter, Molly Frances, on March 6th. Both John and Diane are very proud parents, and all are doing well.

IDC Dominates In Basketball

IDC added another chapter to its dominance of Computerworld on the basketball court last Wednesday evening. Playing at Juniper Hill School in Framingham in response to a challenge from CW's GLEN RIFKIN, the IDC team defeated CW, two games to three, by scores of 21-7 and 21-16. CW earned a victory in the series, 21-15. "We moved the ball well, had tenacious defense and great rebounding by JEFF DZIAMA," said IDC offense/defense coordinator MIKE HOVAGIMIAN, after the game. "RUSS ONOFRIO set the game tempo by moving the ball well and leading the breaks," he added. Hovagimian also applauded the play of STEVE ZAMIEROWSKI, who led in assists, and BOB CALLERY, who provided needed strength under the boards. He also credited Glen Rifkin with producing impressive offense for CW's cause.

IDC

CW COMMUNICATIONS/INC.

Promotions

JANE EDMUNDS of IDC/Europa's Marketing Department was recently promoted to Public Relations Executive, handling all press releases from IDC's U.K. office, as well as performing general sales. Prior to this position, Jane held the position of Assistant Ad Manager for Argus Specialist Publications. Please join us in wishing Jane the best of luck in her new position.

New Employees

CWCI/Peterborough is happy to welcome JANE BUTTERFIELD to the Marketing/Promotions Department. Prior to joining CWC/P, Jane worked in New York for the Smithsonian, CBS, and American Heritage. After many years of traveling with her Air Force family, Jane decided New England was the place she wanted to call home. Now settled in Peterborough, Jane looks forward to working as hard as she can for 80 Micro and HOT CoCo. Collecting early American primitive furniture, kitchen antiques, and entertaining are some of her favorite hobbies.

A hearty welcome to TIM WALSH, the new Assistant Technical Editor for RUN magazine. Prior to coming to CWC/P, Tim worked for Teleflex for three years. He received a B.S. in Computer Science from Franklin Pierce College in New Hampshire, and now enjoys spending time with his wife and daughter in Rindge, New Hampshire.

MARILYN MCMASTER is the newest Copy Editor at HOT CoCo. Marilyn recently worked for Harrisville Designs, a manufacturer of handweaving yarn equipment, after retiring from a 3-1/2 year career as an English teacher. Marilyn earned her degrees in Spanish from the University of Massachusetts and the University of Wisconsin. She now resides in Harrisville, New Hampshire with her husband, Brian, and pursues her interests in weaving, spinning, and gardening.

Anniversaries

One-Year Anniversaries

Sarah Friedah, IDG
Evan Moltz, IDC

Two-Year Anniversary

Cindi Sparrow, IDC

Three-Year Anniversaries

Mike Hovagimian, IDC
Fern Lipshitz, LR
Joan Pinsky, CWCI
Pam Valentinas, CWCI

Five-Year Anniversary

Ed Scannell, CWCI

Six-Year Anniversary

Diana La Muraglia, CWCI

Etcetera

New Address

Please note the following change of address for Computerworld Italia.

Computer Publishing Group SRL
Via Restelli 5
20124 Milano
Italy

Telephone: 02-6889773
Telex: 333436 GEJ IT

Consider This

Investigate Your Day-Care Center

If you are one of many working parents actively seeking a safe, reputable children's day-care center for your child, perhaps the following advice may prove helpful in your search.

- First and foremost, get to know the day-care center staff by spending time with them. If possible, attend for one full day to see first-hand the activities that will taking place. Ask the day-care director if she keeps a written schedule and, if so, request a copy. This will enable you to know exactly what your child is doing each day.

- Ask for references and obtain some from parents who have had their children in the day-care center. Find out what they like or dislike about the center.

- Drop in unannounced. Day-care centers should not limit visits from parents, or require appointments.

- Be sure to research the day-care center's credentials, and be sure it is licensed by the State. This information should be available at your local town hall or health and human services office. After obtaining this information, ensure that the day-care center meets the specific requirements at all times, and is required to receive such a license. Also be sure to research the educational background of the staff.

- Take the time to talk to your children, to find out what they do during the day, and refer back to your schedule to compare the results. Work with them on their educational skills, such as reading, writing, and arithmetic, and watch to see how much progress they make.

Classified

SENIOR WRITERS

There are two openings at InfoWorld's Menlo Park office for Senior Writers. Principal responsibility is researching and writing feature articles. The Senior Writer will also write some news articles, and he/she is required to contribute to the overall planning of each weekly issue. Candidates should have excellent writing, research, and communication skills. Knowledge of use of personal computers and of the personal computing industry is essential. Degree in journalism preferred. Must be able to handle the pressures and deadlines of a weekly magazine. Interested candidates should contact Jim Fawcette, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, (415) 328-4602.

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CONDOMINIUM FOR SALE

Contemporary one-bedroom condo available for sale by owner. Mint condition, patio with garden, designer window and floor treatment, recessed lighting, ceiling to floor mirrors in dining room, alarm system, low monthly fee includes all utilities except phone. Convenient to Route 128, with many other extras. Asking $115,000. Call 449-6045.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update,* International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-975-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

IDG
INTERNATIONAL DATA GROUP

People
People
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Have you recently...

_____ won an award?

_____ made a speech?

_____ completed a course?

_____ been appointed or promoted to a new position?

_____ participated in community activities?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

NAME: ______________________

COMPANY: ______________________

DEPARTMENT: ______________

PHONE/EXT: ______________

ENGAGEMENTS/MARRIAGES:

Name ______________________

Dept./Title ______________________

Spouse's Name ______________________

Date ______________________

Place of Marriage ______________________

Honeymoon? ______________________

BIRTHS:

Name ______________________

Dept./Title ______________________

Spouse's Name ______________________

Baby's Name ______________________

Date of Birth ______________________

Weight, Length of Baby __________

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IDG UPDATE

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Volume 15, Number 12 March 25, 1985

New Golden Mac Released

The premiere issue of Golden Mac, a special edition of Golden magazine, has just been released by Micro Presse, S.A., a Division of Computerworld Communications S.A. in France. Golden is CWCI/France's monthly magazine dedicated to the users of Apple and Apple-compatible computers, and now Golden Mac appears specifically for Macintosh users.

This new release is the first issue of a magazine that has ever been completely produced using a Macintosh computer. Phototypesetting was done with a Mac printing device, and the illustrations and cover page were drawn on Macpaint.

N° 1
JANVIER 1985
GOLDEN
MaC
170 PRODUITS
LOGICIELS ET
MATERIELS POUR
MACINTOSH
65F

The magazine itself covers four families of software programs - those for management, for the office, for systems utilities, and for leisure - with each section describing the use of each type program. The magazine also details information on software disks, modems, printers, and other Macintosh peripherals. It also notes that many of the products and materials now solely available in the United States will soon become very visible in France. The magazine concludes with two indexes listing software programs and Macintosh distributors.

In order to beat out its competition, the total project was produced in less than four weeks. This included budgeting, advertising sales, editorial work, and the production process. Editorial Director JEAN PELLANDINI, Associate Editor-in-Chief JEAN-CLAUDE BIANCHI, Artistic Director HORST WIDMANN,

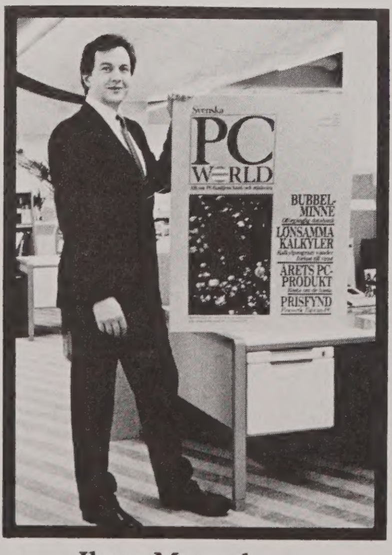
Continued on Page 4

Spotlight

Svenska PC World

Svenska PC World is published every other month, and concentrates entirely on IBM's personal computers and their compatible brothers and sisters from other manufacturers. The focus is mainly on users reports, hardware comparisons, and software tests.

ILMAR MARAND is the Editor-in-Chief for the magazine, and is responsible for the editorial part of all the CWCI publications in Sweden. Ilmar has worked for CWCI in Sweden since 1982, when he left the steel industry to tackle magazine production. Before that he worked in advertising and marketing at various companies. In his youth, Ilmar found time for university degrees in economy, journalism, and marketing. Ilmar adores his son, Otto, and spends much of his free time with him, playing ice hockey and soccer. He also enjoys downhill skiing and sailing, when time allows.

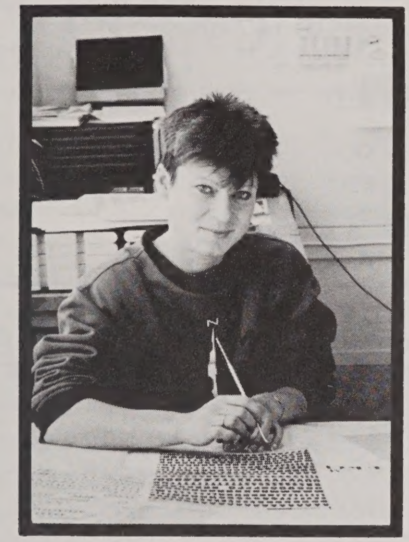


Ilmar Marand

TNIS TNISSON is the magazine's only permanent writer. Tnis started his career at CWCI in the fall of 1983. His great interest in computers and his highly stylistic sense made him one of the most sought after free-lance journalists for all the CWCI magazines. Tnis is considered an authority on computers in Sweden. Prior to coming to CWCI Sweden, Tnis published his own literary productions, and was considered one of Sweden's best translators. As for university studies, he has Degrees in Physics, Mathematics, and Philosophy. Tnis still considers art and literature among his greatest interests.

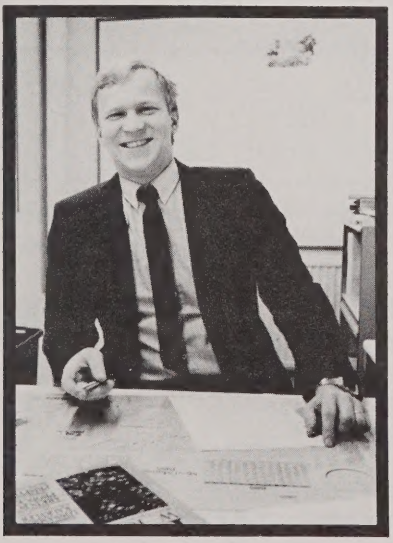
Tnis Tnisson

ANN-MARI ISRAELSSON has worked in the Layout Department since September, 1984. She is a graphic artist with experience from several other magazines. In her spare time she enjoys cutting precious stones, scuba diving, and parachute jumping.



Ann-Mari Israelsson

HANS SKALIN, Sales Coordinator for Svenska PC World, joined the magazine in September, 1984. Before that he worked as head of advertising for two local newspapers in Stockholm, covering every area from typography to sales and layout. Hans enjoys photography and skiing in his spare time. He is married, and has a five-month-old son.



Hans Skalin

BENNY PERSSON works with the Advertising Sales Department for the magazine. Before he joined CWCI he ran his own business, and he has solid sales experience. Benny first started out with a career in engineering, but soon switched to newspapers. He enjoys all kinds of sports, but rates squash as his favorite.

Benny Persson

Maria Ehn-Notrica

MARIA EHN-NOTRICA is the International Editor for all the magazines, and is responsible for communication with the United States. She has a Swedish University Degree in Languages and Communications, and did her graduate work in Journalism at the University of Georgia. When Maria can find spare time, she works for the Red Cross, skis, and travels.

More News...

New Golden Mac Released

From Page 1

and the entire Micro Presse team in Paris now claim to be "Mac fanatics," and that CWCI/France holds the Mac publishing market in France. Congratulations to the entire CWCI/France team!

InfoWorld's Fifth Birthday

A celebration was recently held in honor of InfoWorld's fifth anniversary. Old staff and new gathered to attend the event, which took place in the renovated conference room, barely recognizable in its confettied splendor.

For many, it was a first opportunity to greet InfoWorld's new Publisher, TOM CASALEGNO, the former Publisher of Micro Market World. Tom recently relocated to Menlo Park, although he still maintains a home-base back in Boston.

For some, the celebration was a time to reminisce. DELIA DANIELS, lone five-year employee of InfoWorld, recalled, "It was a lot of blood, sweat, and tears belonging to a start-up. You guys have got it easy!"

Over 40 staff members attended the hour-long champagne celebration. Happy fifth birthday, InfoWorld, and we wish you many more!

People

Congratulations to ANN BARTOLOTTI, Micro MarketWorld's Art Director. Two of Micro MarketWorld's feature art pages were selected from 17,000 entries to receive certificates of merit by the New York-based Art Directors Club. The awards were for the ComputerLand spread in the December 10th issue, and for the local area network spread in the October 1st issue. All winning selections will appear in the Art Directors Club Annual Book, and will be part of the Art Directors 64th Annual Exhibit which tours the United States, Europe, and Asia. Once again, a well-deserved round of applause to Ann Bartolotti and the Micro MarketWorld Art Department.

BETH KROMMES, the Art Director for 80 Micro at CWC/Peterborough, recently won an award for her artistic talents, which were displayed in the October, 1984 issue of 80 Micro. The contest was sponsored by Magazine and Bookseller, and an award was presented for "the 50 Best Newsstand Covers in 1984." This was the first annual award to be presented. Congratulations, Beth!

CONGRATULATIONS to DON BELLOMY, Associate Editor of IDC's Gray Sheet. Don has just published a 129-page work entitled "Social Darwinism Revisited," Perspectives in American History. Congratulations, Don, on your latest endeavor.

Promotions

HANS-JOACHIM HECHT, of CW Publikationen GmbH in West Germany, was recently promoted to the newly created position of Marketing Service/Communications Manager. Hans-Joachim has been with CW since October, 1982. He previously held the position of Advertising Salesperson for Micro Computerwelt magazine, also published by CW Publikationen. Best of luck in your new position!

New Advertising Salesperson for Micro Computerwelt is MAX STINGL. Max joined CW/Germany in January, 1985, and was promoted to his new position after just two months. Before joining CW/Germany, Max was employed at Markt & Technik. Please join us in wishing Max great success in his new position.

New Employees

BRIAN DELANEY has joined Wayne Green Enterprise's International Limited Division as Sales Director. Brian will be responsible for developing and implementing an overall sales strategy for the Import Division, including market research, buyer's lists, direct mail work, and promotional packets. Welcome to the team, Brian.

GEORG WEINDL recently joined the Editorial Staff of PC Welt and Apple's magazines at CW GmbH in West Germany. Prior to joining CW, Georg was a student at a regional university near Munich.

CLINT WILDER recently joined the Computerworld Editorial Department as a Staff Writer. Clint comes to us from the Salem Evening News, where he was employed as a Staff Writer. Clint is a graduate of Yale University, where he received a B.A. in History. Welcome aboard, Clint!

JOE VIVIANI is another new face on the Computerworld staff. Joe is working as the District Sales Manager for On Communications, covering the New York territory. He will be located in the Paramus, New Jersey office. Most recently he was with Putnam Publishing Co., representing Plant Services magazine. Good luck in your new position, Joe!

Anniversaries

One-Year Anniversaries

Teresa Hoffman, CWCI
F. Bryan Wilkins, CWCI

Two-Year Anniversary

Teri Hegarty, CWCI

Four-Year Anniversary

Linda Dudley-Burrus, LR

Five-Year Anniversary

Marlene Stibal, CWCI

Sixteen-Year Anniversary

Molly Upton, IDC

Seventeen-Year Anniversary

Margaret Phelan, CWCI

Fitness Focus

Calories!!!!

CALORIES
EXERCISE

YOUR BODY IS A "SAVINGS AND LOAN"

The calorie is merely a way of measuring the potential heat (energy) in the food we eat.

Where food is concerned, our bodies are not unlike the corner Savings and Loan. If we deposit more calories into our bodies than are needed on a daily basis to pay "energy bills," an automatic savings account will be set up for us, called fat.

If daily deposits of calories are constantly used to pay off our body's energy bills, no savings plan will be started.

And, if we don't make enough deposits into our body's "account," funds will be overdrawn and we'll lose weight. This is a simplification, to be sure, but the basic principle holds.

Generally, a deposit of 3,500 calories will add one pound of fat to your body's savings account. A withdrawal (expenditure) of 3,500 calories will decrease your savings account of fat by one pound.

HOW MANY CALORIES DO YOU NEED?

As a general rule, if you are inactive, multiply your desired (not actual) weight by 12 to determine how many calories you need per day. If you are moderately active, multiply by 15. If you are very active, multiply your desired weight by 17.

Etcetera

Telephone Number Change

Please note the following change in telephone number:

IDC Belgium
02-511 5565

(Address and telex remain the same.)

Classified

COMPUTER FOR SALE

Macintosh computer, like new. Includes 128K bytes of memory, two disk drives, Imagewriter printer, surge suppressor. Software includes: MacWrite, MacPaint, Habadex personal organizer, Microsoft Word Processing. Extra goodies thrown in: printer ribbons, MAC books. Everything in original packaging. $2,000, complete. Call Peggy Zientara, (617) 655-5998.

COMPUTER MAINTENANCE TECHNICIAN

Due to continued growth, CWCI needs an additional person to maintain the Atex computer system and Autologic typesetting equipment. Your maintenance duties for both hardware and software will include running diagnostics and isolating board-level problems, troubleshooting terminals and printers, backing up disk packs, and archiving files on mag tape. For typesetting, you will help troubleshoot our CRT typesetters and photoprocessing unit. This position requires mechanical apitude and an electronics background, as well as a willingness to perform various tasks that invariably come up at the wrong time. We will train you on our equipment, and offer an opportunity for additional outside training. In addition, we offer tuition reimbursement for work-related courses. The hours are from 3 pm to 11 pm, weekdays. Please send resume, including salary history, to Tom Pfau, System Manager, CWCI, 375 Cochituate Road, Box 880, Framingham, MA 01701. No phone calls, please.

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CLASSIFIED COUPON

If you would like to submit a classified ad for the IDG Update, please feel free to fill out this coupon and send it to the IDG Update staff.

Name: ____________________

Company: ____________________

Telephone #: ____________________

Item: ____________________

Description: ____________________

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Price: ____________________

IDG

IDC

CW COMMUNICATIONS/INC.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
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IDG UPDATE

Contributing Reporters

Ruben Argento	*CWCI/Argentina*
Per Berrefjord	*CWCI/Norway*
Lorraine Brien	*CWCI/Framingham*
Jean Broderick	*CWCI/Chicago*
Noreen Browning	*PC World*
Jill Chanin	*IDC/Santa Clara*
Jenny Charlesworth	*CWCI/Framingham*
Mary Chaves	*CWCI/Framingham*
Antonia Chavez	*CWCI/Mexico*
Michele Christian	*CWCI/Peterborough*
Marji Clark	*IDC/Washington*
Beatrice Couperie	*CWCI/France*
Kathy Dene	*LINK Resources*
Jill Dondel	*CWCI/California*
Wayne Dombrowski	*IDC/Chicago*
Preben Engell	*CWCI/Denmark*
Dorothy Ferriter	*IDC/Framingham*
Jose H. Flores	*IDC/Mexico*
Bill Franzosa	*Yates Ventures, Inc.*
Robert Frost	*IDC/Dallas*
Elizabeth George	*IDC/France*
Lois Green	*IDC/Framingham*
Sally Hamilton	*CWCI/U.K.*
Eric Hargesheimer	*IDC/Germany*
Mike Harrison	*CWCI/Australia*
Eric Hippeau	*CWCI/Brazil*
Saiman Hui	*IDC/Hong Kong*
Bert Lubbers	*CWCI/Netherlands*
Keiichi Maesato	*IDC/Japan*
Ian McLean	*CWCI/Hong Kong*
Jeff Melnick	*CWCI/Atlanta*
Shuji Mizuguchi	*CWCI/Japan*
David Naidu	*CWCI/Singapore*
Vincent O'Kelly	*IDC/Ireland*
Gail Paterno	*CWCI/New Jersey*
Donna Pomponi	*CWCI/Peterborough*
Valerie Roost	*IDC/Chicago*
David Rouse	*IDC/Scandinavia*
Len Rust	*IDC/Australia*
Joan Sanderson	*IDC/Framingham*
Richard Small	*CWCI/Mexico*
Karl Soderberg	*IDC/Sweden*
Janet Sparre	*IDC/Framingham*
Marlene Stibal	*CWCI/Framingham*
Ernst Torp	*IDC/Norway*
Eckhard Utpadel	*CWCI/Germany*
Hubert van Onna	*IDC/Netherlands*
Jay Wagman	*IDC/Santa Monica*
Debbie Waters-Colacchio	*CWCI/Framingham*
Karen Weston	*IDC/Framingham*
Kris Wicka	*IDC/Europa*

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 13 April 1, 1985

OPC's Software Issue A Hit

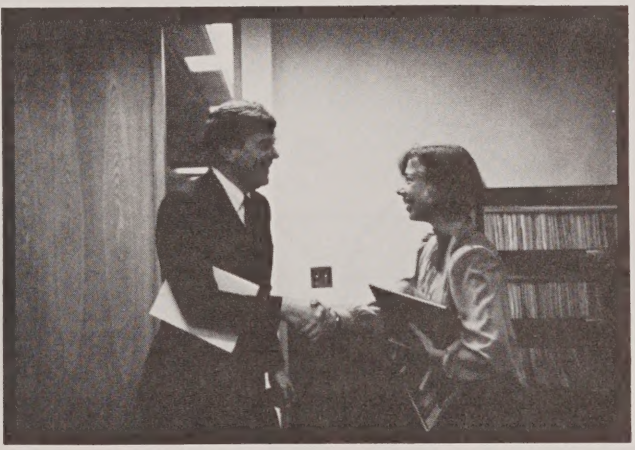
OPC magazine, published monthly by Computerworld Communications S.A. and Micro Presse S.A. in France, can be proud of its February issue. The first of its kind in the French market, the magazine is dedicated to software for IBM PCs and compatibles, acting as a paper version of the Micro Presse Software Data Base System.

The OPC team had the issue off the press in time for the Second Annual European IBM PC Forum,

Continued on Page 3

65F
1985
OPC
NUMÉRO HORS-SÉRIE
1500 LOGICIELS POUR ORDINATEURS PERSONNELS IBM-PC ET COMPATIBLES

Peacock Award Presented

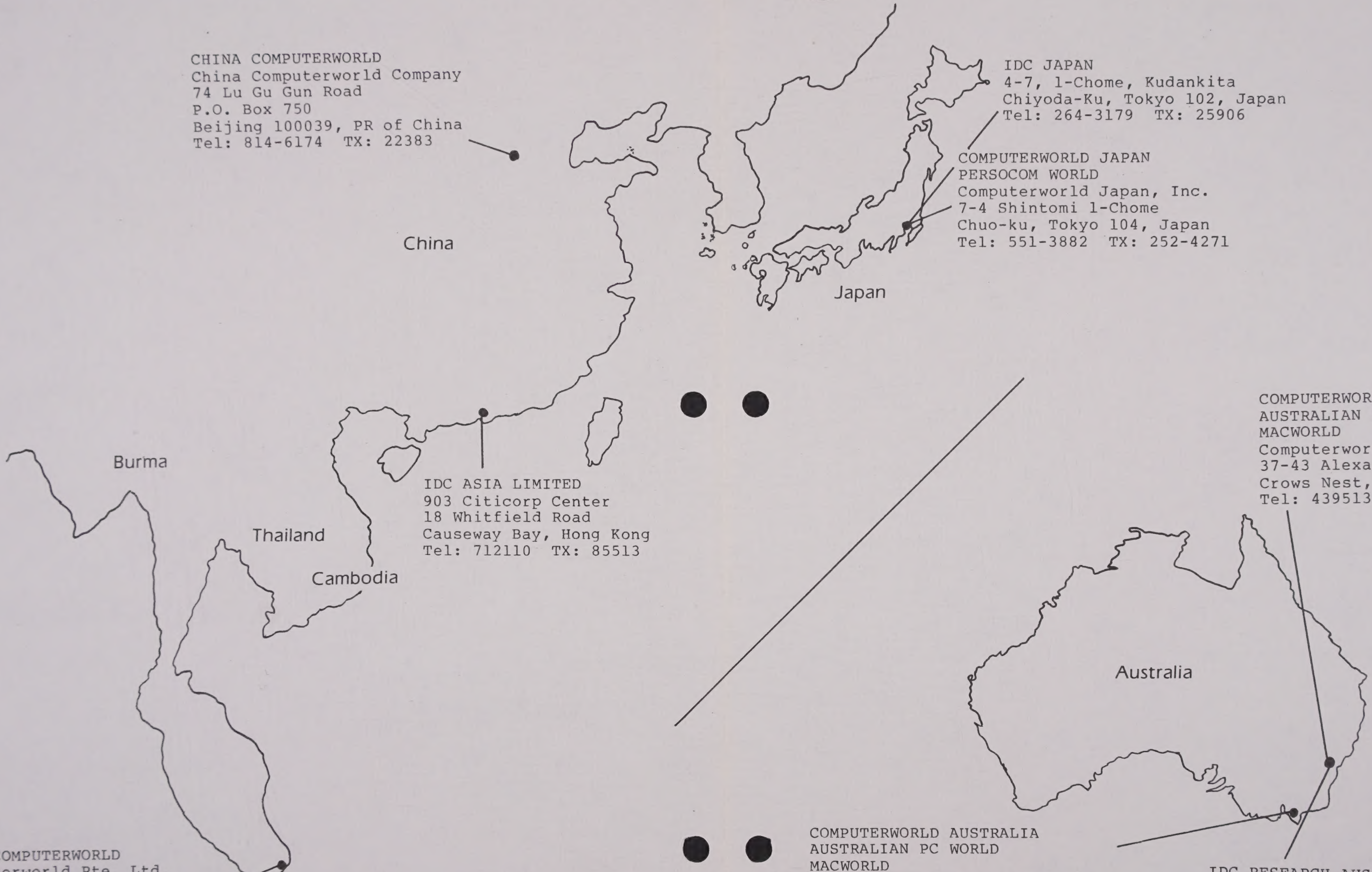


MARTHA ROUNDS of IDC receives the James Peacock Memorial Award from Chairman PAT MCGOVERN.

On the afternoon of March 21st, PAT MCGOVERN, Chairman of IDG, presented the first annual James Peacock Memorial Award at IDC's Framingham offices. Devised in December, 1984 by Pat, the award was offered in recognition of Jim Peacock, Vice President of IDC for a period of fifteen years until his death in 1981. This award represents the professional excellence with which Jim Peacock organized a research project, conducted the research,

Continued on Page 3

International Data Group
Pacific Region



CHINA COMPUTERWORLD
China Computerworld Company
74 Lu Gu Gun Road
P.O. Box 750
Beijing 100039, PR of China
Tel: 814-6174 TX: 22383

IDC JAPAN
4-7, 1-Chome, Kudankita
Chiyoda-Ku, Tokyo 102, Japan
Tel: 264-3179 TX: 25906

COMPUTERWORLD JAPAN
PERSOCOM WORLD
Computerworld Japan, Inc.
7-4 Shintomi 1-Chome
Chuo-ku, Tokyo 104, Japan
Tel: 551-3882 TX: 252-4271

IDC ASIA LIMITED
903 Citicorp Center
18 Whitfield Road
Causeway Bay, Hong Kong
Tel: 712110 TX: 85513

COMPUTERWORLD AUSTRALIA
AUSTRALIAN PC WORLD
MACWORLD
Computerworld Pty. Ltd.
37-43 Alexander Street
Crows Nest, NSW 2065, Australia
Tel: 4395133 TX: 74752

THE ASIAN COMPUTERWORLD
Asia Computerworld Pte. Ltd.
11-08/11-10 Goldhill Plaza
Newton Road
Singapore 1130
Tel: 250-4444 TX: 37003

COMPUTERWORLD AUSTRALIA
AUSTRALIAN PC WORLD
MACWORLD
Computerworld Pty. Ltd.
74-76 Eastern Road
South Melbourne 3205, Australia
Tel: 690-2933 TX: 33926

IDC RESEARCH AUSTRALIA PTY. LTD.
56 Berry Street
North Sydney, NSW 2060, Australia
Tel: 922.5300 TX: 21571

More News...

OPC's Software

From Page 1

which was held recently in Paris. Containing a demonstration software diskette bound right into the magazine, the issue was built upon an IBM PC XT, with the data base being set up by JEAN PELLANDINI, Editorial Director, and JEAN-CLAUDE BIANCHI, Associate Editor. The data was then entered by the OPC editorial team. Over 20,000 copies of the issue were printed.

The huge success of this type of issue is apparent, since several other software publishers have expressed interest in binding their demo diskettes into OPC.

Bravo to the OPC team for its editorial quality and innovative publishing technique!

Peacock Award

From Page 1

organized the research report, wrote it very effectively, and published it right on schedule.

The nominees for this award were selected at the end of January by PETER ROWELL, President of IDC, based on the professional accomplishments of the nominees during the prior year. The nominees were reviewed further, and one winner with two runners-up were chosen.

This year's winner, MARTHA ROUNDS of IDC's Framingham office, was presented with a plaque and a $3,000 cash award.

IDCer DAVID BROWN is awarded a plaque and cash prize by PAT MCGOVERN for his accomplishments.

The runners-up, DAVID BROWN of IDC's Framingham office, and MARK WINTHER of LINK Resources in New York, each received a plaque and a $1,000 cash award. Congratulations to all of you for your professional excellence and achievements.

People

Computerworld Mexico has been very productive. Recently three of their employees gave birth to three daughters, respectively. The proud mothers are: ALICIA LAVASTIDA, Sales Representative; CRISTINA TORRES, Editorial Secretary; and LETICIA RUIZ, Accounting Assistant. Congratulations to all three new mothers!

MAUREEN MCMANUS, IDC's Printer Market Program Manager, recently was a conference leader and speaker at the Institute of Graphics Communications Conference on Electronic Printers in Amsterdam, Holland. Her speech subjects were "Computer Printer Technology and Market Overview," and "U.S. Printer Market 1984: Year in Review."

JIM CONNOLLY and his wife, Eileen, are the proud parents of an 8 lb., 3 oz. baby girl named Jennifer Kate, born on March 19, 1985. Eileen and Jennifer are doing fine. Best wishes to the proud new parents!

Congratulations to IDG's DEBORAH JOYCE, who recently announced her engagement to Thomas Jepson. Deborah works in IDG's Accounting/Bookkeeping Department, handling all bookkeeping for Yates Ventures. Her fiance is a self-employed logger in Oxford, Massachusetts. The wedding is set for October 5, 1985 at St. Richard's Church in Sterling, Massachusetts, with a honeymoon trip to the Caribbean planned. The couple will reside in Oxford. Best wishes to both of you for a long, happy life together.

Promotions

Micro MarketWorld is pleased to announce the promotion of SUSAN DOVI to Advertising Coordinator. Sue began her career with MMW in January, 1984 as the Department Assistant, coordinating the Reader Service System and providing general office support. She then began processing issues in addition to her regular duties. As Advertising Coordinator, Sue is the backbone of the MMW issue processing function, and will remain in charge of the Reader Service System. Congratulations on a job well done!

New Employees

Welcome to ANNE MARIE MORRISSEY, the newest member of the Micro MarketWorld advertising team. As Department Assistant, Anne will help process the Reader Service System, and almost everything else. Anne attended Clark University, where she majored in Geography and English, and she most recently held the position of Assistant for a local marketing firm. We are sure Anne's experience will be a valuable asset to the MMW group. Welcome aboard, Anne!

CWCI is happy to welcome MITCHELL HAYES, the new Assistant Design Editor in the Editorial Department. In his new position Mitchell will be creating visually interesting informational graphics, and incorporating a specific style for all informational graphics throughout the weekly, including "special report" and "in depth" sections. Prior to coming to CWCI, Mitchell worked for Contemport Design Advertising as a Graphic Artist, designing the layout of ads for independent companies. Mitchell graduated from the Montserrat School of Visual Art with a major in Graphics and Fine Arts. Mitchell lives in Framingham, and in his free time he enjoys good food, skiing, hiking, and impressionist painters of the past.

Computerworld Australia is pleased to announce the arrival of newcomer FAYE FISHER, Advertising Coordinator. Faye was previously Ad Coordinator for the Manly Daily, Australia's only suburban daily newspaper. Faye feels that although the pace of a weekly newspaper may be slower than the seven papers a week she was used to, she sees a greater challenge awaiting her at CW. Outside of work she can be found playing men's basketball and competition squash.

She is also an abstract painter. Welcome to the Australian CW team, Faye!

Anniversaries

One-Year Anniversaries

Edward Acly, IDC
Jeanine Allaria, CW/France
Philippe Chassaing, CW/France
Ulf Froitzheim, CW/Germany
Fabienne Guebin, CW/France
Jeffrey Glines, PCW
Sylviane Morlot, CW/France
Stephen Rees, PCI
David Sanders, CWCI
Dagmar Slama, CW/Germany
Dale Tietjen, CWCI
Horst Widmann, CW/France

Two-Year Anniversaries

Laura Berland, LR
Caroline Gauthey, CW/France
George Harrar, CWCI
Mary Lewis, PCI

Three-Year Anniversaries

Cheryl Ann Aleithe, CWCI
Jean Pierre Cahier, CW/France
Lee Rudenauer, CWCI

Four-Year Anniversaries

Wayne Bloodworth, LR
Carola Hannecart, CW/France
Damian Rinaldi, IDC

Five-Year Anniversary

Rita Shoor-Baldwin, CWCI
Clemens Paunert, CW/Germany

Lee Vidmer's 10th Anniversary

Congratulations to LEE VIDMER, Executive Vice President of CWCI. Lee celebrated her ten-year anniversary with the company with the customary luncheon at the Ritz-Carlton in Boston, with Chairman PAT MCGOVERN. Lee began her career with CWCI in March, 1975 as Production Manager for Computerworld. In October, 1979 she was promoted to Vice President of Production; in May, 1982 to Senior Vice President; and in June, 1984 to her present position of Executive Vice President, responsible for all U.S. operations.

LEE VIDMER, Senior Vice President at CWCI, is accompanied by Chairman PAT MCGOVERN to a luncheon at the Ritz-Carlton in Boston.

Etcetera

New Addresses

Computerworld Danmark A/S has announced that it is relocating, and will change its address and phone number. The new address is:

Computerworld Danmark A/S
Torvegade 52
1400 Copenhagen K
Denmark

Telephone: 01-955695

Also, please note the new address for IDC Switzerland:

IDC Switzerland
Vorstadt 22-24
Postfach 368
CH-8201 Schaffhausen
Switzerland

Consider This

Self Fulfillment Through Achievement

Many of life's most fulfilling experiences result from personal achievement. The exhilaration derived from achieving a worthwhile goal is seldom matched by any other human experience. The "joy of excelling" is the driving force behind success in school, business, sports, human relationships, and living our daily lives.

Achievement in life results from successive stages of personal growth for the individual. Personal growth is the building instinct imbedded in our subconscious mind. The desire for growth, both mental and emotional, has only to surface and be experienced for its momentum to start. The human tendency is to search for progressively higher plateaus of self-fulfillment as we attain successive levels of achievement.

Each of us should perform a personal audit of our growth. Writer Hugh Gibson once said, "Most of us have a pretty clear idea of the world we want. What we lack is an understanding of how we should go about getting it." A workable plan for a self-fulfilling future might well include three categories of achievement:

1. Professional Growth
2. Personal Relationships
3. Quality of Life

As we compare the progress we have achieved to date with the distance yet to travel, we can compile a list of the deficiencies we have to overcome.

Classified

SHOW COORDINATOR/PUBLIC RELATIONS

You will be responsible for coordinating all aspects of trade shows, such as booth rentals, organizing travel arrangements, and setting up hospitality suites. You will also be responsible for setting up press conferences, maintaining media lists, and handling a variety of correspondence. The appropriate candidate must be extremely well organized, have excellent communication skills, be able to travel, be detail oriented, work well under pressure, and have excellent typing skills. Good writing ability is a plus. Please send your resume to Denise La Sala, CW Communications, 80 Pine Street, Peterborough, NH 03458.

ATLANTA CORRESPONDENT

Computerworld is setting up a bureau in Atlanta, Georgia, and has an opening there for an experienced Correspondent. This is a new position in which you will be responsible for establishing a bureau in an area where the computer industry and information processing are burgeoning. As a full-time editorial representative for Computerworld in our metro-Atlanta office, you will be expected to produce usable copy as required each week. Your beat will stretch over the southeast from Research Triangle Park, North Carolina, to Miami, to Dallas/Houston. You will report to the Managing Editor, who will assign you to cover stories of interest to DP professionals and computer industry vendors that take place or originate in this area. You will cover press conferences, new product announcements, major meetings, and other newsworthy events that occur in the southeast, as directed by the Managing Editor. You will be expected to meet deadlines. In addition, you will conduct telephone and personal interviews with industry figures and DP executives on a wide range of technical or business topics of interest to our readership. Some travel is required. To qualify, you should be a self-starter and be capable of working independently. You should possess a strong journalistic instinct, be able to write quickly and accurately for weekly deadlines and, most important, have demonstrated professional news reporting and writing skills. Familiarity with computer technology, companies, trends, and products is a plus. Send resume and writing sample to Rita Shoor, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

MANAGING EDITOR

inCider has an immediate opening for a Managing Editor whose major responsibility is to move edited material through the production system into final form. Duties include monitoring schedules to assure the meeting of all editorial deadlines by both staff members and free-lance writers, and serving as editorial liaison with the design/production team during all phases of production, from initial design concept through blueschecking. The Managing Editor works closely with the Editor-in-Chief in organizing work flow, developing the editorial calendar, and planning covers. The position requires a highly organized, take-charge individual who is able to work well under deadline pressure. Experience in magazine or newspaper editing and production is essential; knowledge of the microcomputer industry is a plus. Please send your resume to Denise La Sala, CW/Communications, 80 Pine Street, Peterborough, NH 03458.

SENIOR ANALYST: INFORMATION PROCESSING INDUSTRY

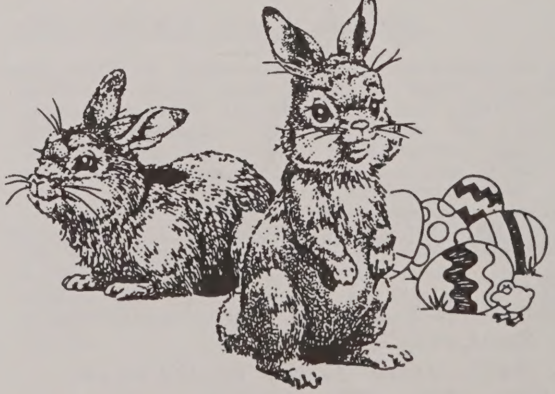
Expansion of IDC services has created a new position for a Senior Industry Analyst who has followed the information processing industry. Reporting to the Vice President of Financial Services, this position will involve tracking major competitors in key hardware and software markets, producing timely bulletins on industry developments, and working with other IDC analysts to generate market estimates and forecasts. The position will involve significant interaction with client and representatives of the trade and general press. Candidates for the position should have at least three years of experience as an industry analyst, with some experience in the computer industry. Superior skills in written and oral communication are necessary. Respond with a brief, relevant writing sample (a one-page analysis of one of IBM's recent product announcements, for example) to Charlie Greco, VP Financial Services, IDC, 5 Speen St., Framingham, MA 01701.

BOOKKEEPER

IDG has an opening within the Bookkeeping Department for a person with at least one year of experience in the areas of accounts payable, bank reconciliation, journal summarization, and other bookkeeping responsibilities. Some data entry work is required. Interested candidates should forward resume and salary requirements to Debbie Sobin, IDG, P.O. Box 1450, Framingham, MA 01701.

WANTED: HOUSE TO RENT

Couple looking for a small house to rent in Natick or surrounding area. Will also consider a nice apartment. Excellent references available. Please contact Andrea Seiff at IDG, (617) 875-5000, x437. If no answer, please leave a message, or call evenings at (617) 653-3693.



HAPPY EASTER

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

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Volume 15, Number 14 April 8, 1985

PC World Debuts in Spain

PC World/Espana roared in like a lion this March when a gala cocktail party was held to present this new publication of CW Communications, S.A. in Spain. The successful premiere issue had a total of 132 pages, with more than 60 advertisers taking more than 47 pages of ads. IBM aided in the distribution of the issue by providing new customers of IBM PCs with issues of the magazine through the IBM dealers. Readers of Computerworld/Espana received a complimentary PC World issue, as did the readers of another CW/Spain magazine, Microsistemas, predecessor to PC World. Total distribution to the newsstands was a healthy 8,000. Commodore World readers (CW/Spain's version of RUN in the U.S.) also had the opportunity to obtain a copy of the new publication at reduced rates.

PC World/Espana Director JUAN MANUEL SAEZ noted the much appreciated help of PC World in the U.S. "Without the American magazine, we could never have produced our first issue. With the help in editorial from the U.S., we carried more ads than any machine-specific magazine ever printed in Spain; and with distribution through the Computerworld/Espana lists, newsstands, IBM dealers, and other means, we stand a good chance of reaching most of the users of IBM PCs or compatibles." PC World/Espana is due to appear again in May, July, October, November, and December of this year.

Continued on Page 6

PC WORLD

España

Nº 1 Marzo-Abril 1985. 500 ptas.

GUIA PARA SACAR EL MAXIMO PROVECHO A SU PC

Coleccionable: el software disponible en España.

Tecnología: Sistemas de correo acústico.

Banco de Pruebas: ITT XTRA

Alvaro Polo: El JUNIOR no vendrá a España.

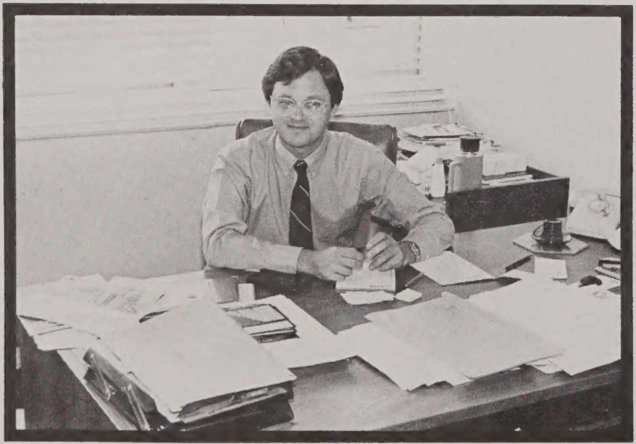
Edición especial de MicroSistemas

MS

CWCI Brazil DataNews & Micro Mundo

Computerworld do Brasil was started in March, 1976, with its main headquarters in Rio de Janeiro, and publishes DataNews, MicroMundo, Anuario de Informatica DN, and PC Mundo. CWB also promotes a twice-yearly microcomputer show, MICRO FESTIVAL, and a yearly software show, EXPO SOFT. Special projects include quarterly "advertorials" in Brazil's largest business magazine.

ERIC HIPPEAU is Managing Director as well as the newly-named CWCI Vice President for Latin America, supervising operations in Argentina, Venezuela, and Mexico, in addition to Brazil. He is one of the pioneers of CWCI's international activities, having founded CW Brazil in late 1975. Eric is French, and lived in Switzerland, England, and France before moving to Brazil. He enjoys jogging and restoring antique cars. He can also be seen at dog expositions where his wife, Lynne, shows her German shorthaired pointers.



Eric Hippeau

20 de novembro de 1984

Cr$ 1.200,00

Ano IX

251

semanal

ISSN 0100-6142

DATANEWS

o jornal da comunidade de informática

Venturini é cogitado para dirigir Conin

Usuários vão ter uma Bolsa de Negócios

Microeletrônica terá incentivos regulamentados

Comunicação de Dados

Interconexão de Sistemas Abertos

Páginas 14 a 22

A revolução

Rio: O Que a Feira Vai Mostrar

Benchmark:

I-7000 Da Itautec Em Análise

Micro Mundo

a revista dos usuários de microcomputadores

Guia Do Comprador De Software:

Cadastro Completo Com Mais De Mil Programas

Começando a Disassemblar Rotinas Nos Apple

Análise Soft:

Genfor – CP/M

Macrof – TRS-80

IFPS/Personal – PC

Arrays no TK

Curso Basic (4ª parte)

The Editor of DataNews is VERA DANTAS. She makes decisions in selecting what should be covered and what should be printed, and she works to keep her team of reporters working efficiently and "in tune." Vera is a gymnastics addict.

MARIA TERESA MELO was recently appointed Circulation Director of CWB, and has been responsible for the Circulation Department since 1978. In 1978 DataNews was the only publication at CWB, and had 2,000 subscribers. Today, DataNews and MicroMundo collectively have over 15,000 subscribers. Maria Teresa comes from Maranhoa, in the north of Brazil, but left there when she was 14 years old to study in Rio de Janeiro. After she graduated from the university, where she majored in journalism, publicity, and public relations, she spent some time with Jornal do Brasil before joining CWB.

From left: Maria Teresa Melo, Sinval Silva, Marilena Goncalves Maia, Vera Dantas.

Administrative Manager at CWB is MARILENA GONCALVES MAIA, and she might be called the "heart" of the whole office. She also handles financial matters, and works very closely with Eric Hippeau, the Managing Director. On weekends Lena takes her breaks going to the beach, and being with her husband and their son, Diego.

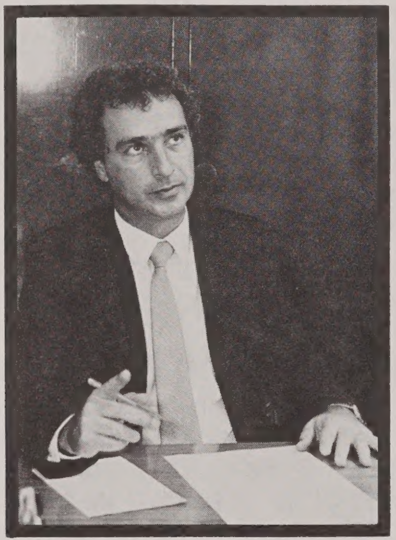
SINVAL SILVA came to CWB six years ago, and started doing paste-up for DataNews and layout for advertisements. He became the Art Supervisor and then Production Manager for all publications, and is responsible for composition, proofreading, paste-up, and the printing process. Sinval enjoys gymnastics and swimming in his spare time.

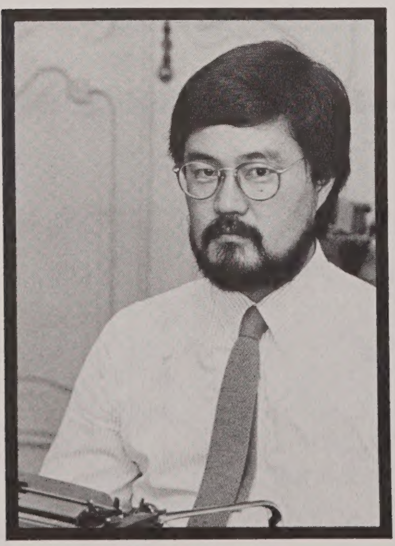
After working as a Consultant for CWB for more than ten years, CEZAR TAURION CHEDE is now the Technical Editor of DataNews. He takes care of benchmarks and all software reviews featured in DataNews. In his leisure time he enjoys canoe surfing, and especially being with his two daughters.

WANDERLEY PEIXOTO, DataNews Assistant Editor, is a real "handyman." He finalizes the paper, chooses titles and pictures, and edits the stories before they go to press. He started as a Staff Writer. He enjoys music, reading, videogames, and soccer.

From left: Cezar Taurion, Wanderly Peixoto.

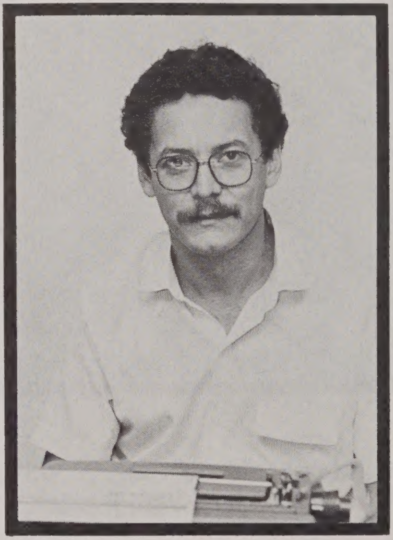
For three years WELINGTON V. BELHOT has been Commercial Director at CWB. He strongly believes in teamwork, the key for a successful department, and he does not hesitate to invest time and effort to turn his colleagues into close collaborators. Outside work, Welington spends much time with his two children, Christian and Eric, and enjoys reading about modern management. When time permits, he takes in scuba diving, tennis, or soccer.


Wellington Belhot

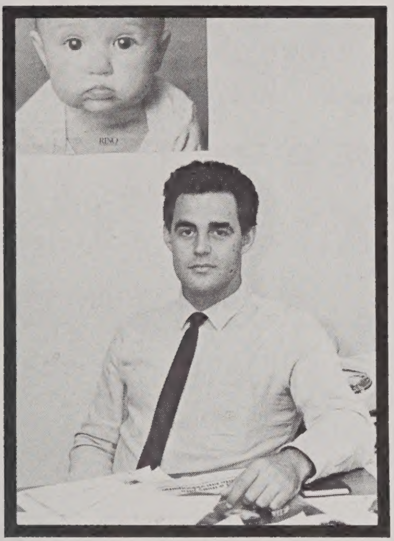

Hiroshi Fujii

In 1980 HIROSHI FUJII started at DataNews as a Reporter, and was named Assistant Editor for special issues in December, 1984. According to Hiroshi, the most important thing in the world is music, after computers, of course. He says that he has been studying music since he was a child.

CARLOS MARTINS DA SILVA, began four years ago at DataNews as a Reporter, and now, as Assistant Editor, he is responsible for the applications and software news sections of the magazine. Before joining CWB Carlos worked for major daily newspapers in Sao Paulo. He has a special place in his heart for good books and good food.


Carlos Martins da Silva

EDUARDO OSTAN came to CWB about three years ago as a Sales Representative, and now is Commercial Manager for the Sao Paulo office. Before CWB he worked for Editora Tres and the Daily Post newspaper, and he started a publicity agency. Eduardo likes reading, running, and tasting fine food . . . not at the same time, of course!



Eduardo Ostan

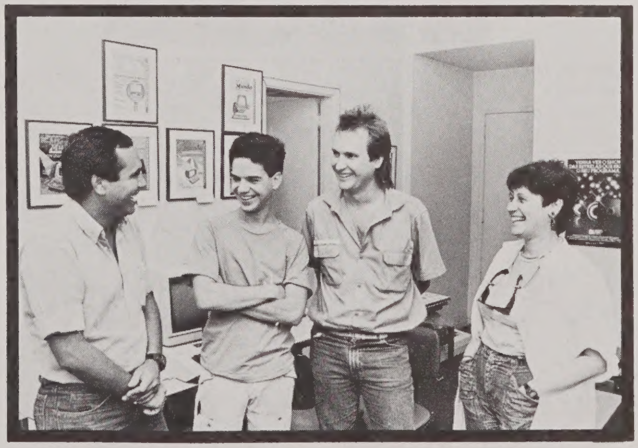
FELICIANO MARTINS DA SILVA, JR. joined CWB nine years ago as a Sales Representative and Printing Supervisor. Today he is Commercial Manager for the Rio de Janeiro office and other important centers, and in addition helps organize trade shows such as the successful Micro Festival. Feliciano has two daughters, Carolina and Isabela. He is a compulsive music listener, and enjoys canoe surfing.

FERNANDO M. MOUTINHO started writing for DataNews in 1977, doing benchmarks on Brazilian minicomputers based on his experience as a systems analyst. In 1981 he helped to create MicroMundo, which was originally a tabloid inside DataNews. MicroMundo soon began to catch on, and Fernando is now the Technical Editor of the magazine. In his spare time you may find him fishing underwater or flying on those very, very light and very, very little airplanes.

Six years ago VICENTE TARDIN came to CWB as Copy Editor for DataNews. He then moved to MicroMundo as Executive Editor when the magazine started. Today, Vicente is Editor for Special Projects, and writes articles about the use of computers. He is also responsible for the International News Desk at MicroMundo. Outside of his job, Vicente plays a mean bass guitar in local bands.

DITER STEIN has been the Art Editor for MicroMundo since June, 1983. His background includes holding the position of Art Director for the Brazilian Reader's Digest, putting his designs on many book covers and record sleeves, making catalogs for the Rio Design Center and the Modern Art Museum, and founding a rock magazine. Diter loves music, and is an accomplished painter as well.

YARA NINO started at CWB at the end of 1983 as a free-lance Journalist, working for DataNews and MicroMundo. Last year she took the Executive Editor post at MicroMundo. Yara has a special taste for comic strips and science fiction books, and says that she still loves the Beatles. She spends a good deal of her time putting the company's new computer to work.



From left: Fernando Moutinho, Vicente Tardin, Diter Stein, Yara Nino.

More News...

PC World Spain

From Page 1

Also contributing to the new magazine are ENRIQUE GARCIA, Marketing Director for Madrid; NIEVES CHESA, Sales Manager for Barcelona; ISABEL PINO, Journalist in Madrid; RAFAEL SENDER, Journalist in Barcelona; Layout Manager FERNANCO MORAN; and PC Technical Consultant JOSE LUIS ERRAZQUIN.

JUAN MANUEL SAIZ, Director of PC World/Espana, noted the emphasis this new publication would place on software.

73's 25th Anniversary

CW/Peterborough has recently announced three changes in its amateur-radio journal, 73, as part of the publication's 25th anniversary celebration. Previously known as 73: Amateur Radio's Technical Journal, the magazine's new title will be 73 For Radio Amateurs. In addition to its new title, 73 will sport a new cover format which will feature full cover photography.

According to JACK BURNETT, Publisher of 73, a third alteration will be a slight refocusing of the magazine's content. "As this change commences," said Burnett, "73's editorial content will be geared more toward the average amateur-radio operator than the highly technical, engineering type of reader."

Mr. Burnett continued, "We are very excited about the changes made with 73. We feel strongly that 73's new format will help bring forth another 25 successful years in publication."

Happy anniversary, 73 We wish you many years of success.

Promotions

SUSAN GUBERNAT of CW/Peterborough has been promoted to Editor-In-Chief of inCider. Susan will be responsible for establishing and implementing editorial policy, as well as supervising work flow, layout, and quality control. In addition, she will manage the magazine's personnel. Susan has been with CW/Peterborough since June, 1983, when she started as Assistant Editor for 80 Micro. From this position, Susan moved to Senior Editor for inCider in June of 1984, and in November, 1984 she was promoted to Managing Editor for inCider. Susan was previously on the faculty of Mt. Wachusett Community College

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

April, 1985

TOPIC: HOW TO PICK THE RIGHT PERSON FOR THE JOB (TWO SEMINARS)

DATES: "Selecting People", June 26th, Marriott Hotel, Newton, MA. "Focused Selection", June 27th, Marriott Hotel, Newton, MA

COST: $245 per person for "Selecting People", $215 for each additional person. $275 per person for "Focused Selection", $245 for each additional person. AEA members may enroll for both seminars at discounted rates.

The American Electronics Association is offering two seminars to aid you in choosing the right person for a job. "Selecting People" is ideal for persons having little or no experience in employment interviewing. The program makes extensive use of practice interviews to develop skills, concentrating on good questioning techniques, and sharpening the use of generic questions. "Focused Selection" teaches the complex art of selecting managerial, professional, and other employees where an in-depth selection process is required. Participants learn to take notes discretely, sell the candidate, check references, make the job offer, and more.

TOPIC: PROFESSIONAL EXCELLENCE FOR WOMEN

DATES: April 23rd, Sheraton Commander Hotel, Boston, MA. April 24th, Holiday Inn, Washington, D.C.

COST: $195 per person. $175 when five or more attend from the same organization.

This seminar, offered by National Seminars, Inc., provides you the chance to build your personal presence and power, learn to handle conflict, influence others, prepare for greater responsibility, create your own personal "game plan", deal with stress effectively, and more. Each participant receives a complete seminar manual and a luncheon is included in the seminar fee.

TOPIC: HOW TO LISTEN

DATES: June 3rd, Hyatt Crystal City, Washington, D.C. June 3rd, Grand Hyatt, New York, NY. June 6th, Colony Square Hotel, Atlanta, GA. June 24th, Hyatt Cambridge, Cambridge, MA.

COST: $185 for one participant. $167 each when 2 enroll. $157 each when 3 or more enroll.

The Learning Dynamics Institute presents this 1-day lab-workshop, providing you the powerful skill of listening, and radically improving one's ability to reduce mistakes and wasted time and money, build relationships with customers, improve effectiveness of meetings, gain accurate information and feedback, and get real problems out in the open. This seminar has been developed for managers, supervisors, salespeople, customer relations, and all professionals. Each participant receives a workshop-on-tape to take home, plus a complete workbook.

TOPIC: FINANCE & ACCOUNTING FOR THE NON-FINANCIAL MANAGER

DATES: June 18-19, Marriott Long Wharf, Boston, MA.

COST: $495 per person. $465 per person when 3 or more attend.

The Center for Management Development offers this two-day seminar designed expressly for non-financial executives who are responsible for marketing, manufacturing, purchasing, and non-financial functions. The program is designed to equip you with the terminology and understanding of accounting and financial information system. You will gain an understanding of the balance sheet, income statement, budgets, and more. The outline includes; Understanding the Accounting Language, Basic Accounting Principles, Accounting Information System, Analyzing Financial Information, and Using Financial Ratios. Each participant will receive a handy reference manual.

TOPIC: HOW TO MAKE EFFECTIVE PRESENTATIONS

DATE: May 21st, Marriott Hotel, Newton, MA.

COST: $295.00 per person.

Another seminar from the Center for Management Development, this course is designed for managers, administrators, consultants, and technical specialists who want to be more effective when speaking before a group. You will learn to build on your existing strengths and deliver with confidence. You will learn to plan presentations focused on audience needs, organize your presentations for better understanding, determine when communication aids will be useful and when they will be distracting, and you will gain speaking confidence. The course outline includes; What Makes a Presentation Effective, How To Plan a Presentation, Communication Aids, Delivery, and How to Put it all Together.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

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Telephone: (   ) ______________________

Seminar Info. Requested: __________

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Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

of Gardner, Massachusetts, where she initiated and developed a career and college re-entry program for women. Susan has also taught at Franklin Pierce College, Rutgers University, La Guardia Community College, and Douglass College. In addition to many academic and professional awards, Susan is a recipient of the Woodrow Wilson Research Grant in Women's Studies, and holds a graduate degree in English from Rutgers University.

Computerworld recently announced that ED WARNER was promoted to the position of Senior Writer. Ed joined Computerworld as a staff writer in February, 1983. He brought with him experience as a professional journalist with the weekly Livingston County Press, and as a journalism instructor and newspaper advisor at Lansing Community College. After three months of working as a generalist staff writer for Computerworld, Ed began specializing in the micro area as a backup to the Senior Editor/Microcomputers, and now holds the well deserved position of Senior Writer. Congratulations, Ed!

Computerworld recently promoted MAUREEN BURKE to the position of Corporate Fulfillment Director. Since joining the company in January, 1977, Maureen has held many varied supervisory and management positions within the Circulation Department. Her superior performance and professionalism has earned her this new position. Join us in wishing Maureen continued success at Computerworld!

New Employees

IDG's Credit Department is pleased to welcome two new members to the team as Credit Analysts, MIKE CASACELI and DONALD HOVAGIMIAN.

MIKE CASACELI will be monitoring the credit practices and the collection of all open receivables for IDC and Yates Ventures. Mike comes to IDG after graduating from the University of Lowell in December, 1984 with a B.S. in Business Administration, concentrating in financial management. Mike is engaged, and lives in Marlboro, Massachusetts. In his spare time Mike enjoys sports, fishing, and music.

DONALD HOVAGIMIAN will be monitoring the credit practices and collection of all open receivables for On Communications and Macworld. Prior to coming to IDG, Donald worked for IDC in the Market Research Department, collecting information on various aspects of the computer industry for their consulting staff. Donald recently graduated from Worcester State College, and received a B.S. in Economics. When away from the office, Donald golfs, fishes, and enjoys all sports.

PC World's newest member is NANCY CANNING, the new Technical Administration Manager. In her position with PC World, Nancy will be responsible for providing technical support and planning to meet the needs of all departments. Nancy formerly worked for Micropro as Manager of Hardware Administration. She spent two years prior to this working as a technician, repairing in-house microcomputers and peripherals for Micropro. Nancy's hobbies include hiking, music, and gardening.

RENE JANSSEN recently joined IDC Benelux as Market Information Manager. He will be responsible for the new, recently launched library service of IDC Benelux in Amsterdam. He will also help curious IDC colleagues with an interest in aspects of the Dutch or Belgian information industry. Rene is 22 years old, and worked previously as a salesman for a computer magazine.

MARJA FILIUS is the newest member at CW Netherlands. Marja is the Editorial Secretary for the recently launched publication, PC World, a glossy magazine for the MS-DOS community in the Netherlands. Marja, who is 22 years of age, loves to go out dancing, and inherited from her family an interest in growing flowers. We wish Marja much success in her new position.

Another new face at CW Netherlands is ADJO POORTER. Adjo was named Manager of the Classified Advertisement Department for CW Benelux. He has already proven to be a professional, and much of the success of the classified ads in Computerworld is due to his efforts. Adjo's main hobbies consist of watching birds and butterflies. He also likes sports cars and discussing issues on the automobile industry. Congratulations, Adjo, and best of luck.

Anniversaries

One-Year Anniversaries

Brian Bishopric, WGE
Chris Butler, WGE
Rhonda Clough, WGE
George Gardos, CWC/P
Susan Gauvin, CWCI
Kathy Garrett, WGE
Barbara Harris, CWC/P
Penny Hamblin, CWC/P
Bruce Hedin, WGE
Doran Howitt, PCI
Pauline Jerone, WGE
Claire Keaveney, CWCI
Rich Kordell, WGE
Kim Ledesma, PCW
Dawn Matthews, CWC/P
Cathy Miller, PCW
Janet Morita, IDC
Sandy Morton, WGE
Karen Wallace, CWCI
Alisson Walsh, CWC/P
Louis Waryncia, WGE

Two-Year Anniversaries

Sharon Block, WGE
Paul Boule, CWC/P
Debbie Bourgault, CWC/P
David Grober, CWCI
Peter Paplaskas, CWC/P
Penelope Rigby, PCW

Three-Year Anniversaries

Ann Gallop, CWC/P
Carol Giroux, PCW
Heather Paquette, CWC/P

Four-Year Anniversaries

Deb Davies, CWC/P
Sandra Dukette, CWC/P
Barbara Hill, CWCI
Steve Jewett, CWC/P
Sandra Merchant, CWC/P
Mike Nadeau, CWC/P
Diane Ritson, CWC/P
Donna Wohlfarth, CWC/P

Five-Year Anniversary

Eric Maloney, CWC/P

Six-Year Anniversary

Lih-Lih Chang, IDC

Seven-Year Anniversaries

Nancy Ciampa, CWC/P
Pauline Johnstone, CWC/P
Dion Legros, CWC/P

Etcetera

Change of Address

Please note the following change of address for IDC's Benelux office and IDC Dallas:

IDC Benelux
Sophialaan 33
1075 BL Amsterdam
The Netherlands
Telephone: 20-791692
Telex: 11833

IDC Dallas
14561 Dallas Parkway
Suite 304
Dallas, TX 75240
Telephone: (214) 991-1796

Fitness Focus

Stimulate Your Skin

The skin is the largest organ of the body, and it performs a number of vital functions.

The skin serves as a protective barrier against micro-organisms, helps shield the delicate, sensitive tissues underneath it from mechanical or other injuries, acts as an insulator against heat and cold, and helps eliminate body wastes through perspiration. The skin also guards against excessive exposure to ultraviolet rays of the sun by producing a protective pigmentation, and helps to produce the body's supply of vitamin D. The sense receptors of the skin enable the body to feel heat, cold, pain, touch, and pressure.

Skin thrives on stimulation and works hard to renew itself about once every three weeks. New cells are formed in the deepest layer of the skin, and push their way through to the surface to replace old cells which are constantly being cast off. Much depends on how well the skin is maintained.

Most doctors now agree that chocolate and shellfish do not cause pimples, but what you eat does relate to your health and the health of your skin. Your daily diet should include protein, leafy greens, whole grains, dairy products, and fresh fruits and vegetables. Unrefined sugars should be used in preference to refined sugars.

In addition to a well balanced diet, a daily routine should include a shower or bath, exercise, adequate rest, and an adequate amount of sleep. All of these health habits pay handsome dividends as far as your skin is concerned.

The skin reflects the general physical and emotional health of an individual. A skin disease, for instance, may be only a symptom of some other disease within the body. For this reason alone, skin conditions should be diagnosed by a physician.

Classified

FOR SALE - 1982 YAMAHA MOTORCYCLE

1982 Yamaha Maxim 400. Under 6,000 miles, deep maroon, very clean and very dependable. Looks new. Asking $1,200, or best offer. Call Stephen DeLacy at CWCI, (617) 879-0700, x564.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

SENIOR RESEARCH ANALYST

IDC Washington has an immediate opening for a Senior Research Analyst who will be responsible for continued development and implementation of the Federal Data Service (FEDS). This service provides detailed market research information to vendors on the federal government's ADP, telecommunications, and office automation markets. Functions will include obtaining data from various government and non-government sources, organizing that data into databases, and writing reports containing specific analysis. Primary focus will be to service continuous services clients; however, numerous custom research studies will also be performed. Qualifications include strong oral and writing skills, analytical capabilities in data collection/organization, and familiarity with the government's organizations and usage of information technology. Highly desirable attributes include an advanced degree and experience working for vendors responsible for strategic, tactical, or business planning. Service currently has good established base and reputation, with excellent potential for rapid growth. Applicants who meet all, or most, of the qualifications should contact Bob Dornan, IDC Washington, (703) 893-0833, for more details.

PUBLICATIONS DEPARTMENT ADMINISTRATIVE ASSISTANT

IDC's Publications Department is looking for an Administrative Assistant who can keep track of a small business with minimal direction. Duties include handling the business aspects of a growing number of newsletters, as well as some production. This person will be responsible for tracking the results of promotional campaigns, keeping a library of newsletters -- printed and on diskette, promotion list management, record keeping, acting as liaison with printers, and assisting IDC's Circulation Manager. Other assorted tasks include using the Mac and Lisa, and teaching others. Typing speed of at least 50 wpm needed. Knowledge of Wang List Processing is a plus. Salary commensurate with qualifications. Please call or send resume to Cindi Sparrow, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x260.

REGIONAL SALES MANAGER

IDC has an opening for a Regional Sales Manager to be headquartered in the greater Chicago area. Responsibilities include the sale of IDC's Information Services to the user, vendor, and financial community in the midwest, as well as managing the existing client base in that territory. The qualified candidate must have an overall knowledge of the information processing industry, a strong background in sales and marketing, and good territory management skills. The position reports to the Vice President of the Midwest Region. Interested candidates should send a resume to: Robert Frost, IDC, 14561 Dallas Parkway, Suite 304, Dallas, TX 75240. (241) 991-1796.

PASTE-UP ARTIST

CWCI has an immediate opening for a Paste-Up Artist. CWCI is looking for someone with a minimum of one year paste-up experience. To qualify, your work must be clean, fast, and accurate. You must be able to handle deadlines and work well under pressure. We offer pleasant working conditions in modern offices adjacent to the Massachusetts Turnpike, a comprehensive medical/dental/vision plan, and profit sharing. To apply please send resume Pat Gaudette, IDC, 5 Speen Street, Framingham, MA 01701. No phone calls, please.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 15 April 15, 1985

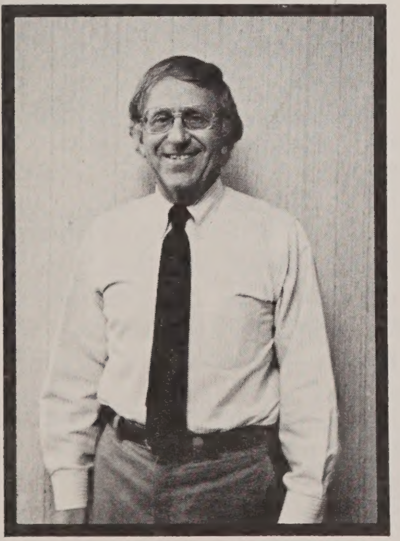
CW Intersoft

New Business Unit to Aid Worldwide Software Distribution

The growth and prosperity of our 34 microcomputer publications in 24 different countries by CW Communications/Inc. is influenced by the number and volume of microcomputer software sales in each country.

PATRICK MCGOVERN, Chairman of IDG, noted that a survey of micro software advertisers in CWCI's U.S. publications revealed a strong need on their part

Continued on Page 3



IDC to Hold Spring Executive Conference

For three days, April 29 through May 1, IDC will hold its annual Spring Executive Conference at the Silverado Country Club in Napa Valley, California. This intensive program is developed specifically for corporate executives involved with management information systems, data processing, and office technology planning. Extensive new research by IDC, plus analyses drawn from its 20-year data bank will be presented. Noted authorities will also present insights on market strategies, their evaluation of user needs, and guidelines on how to prepare for tomorrow.

Participants will register on Sunday, April 28, and enjoy an evening cocktail reception. Monday's activities begin with PETER ROWELL's introduction followed by WILL ZACHMANN with his technology overview. TOM WILLMOTT, V.P. of User Services, will speak about user concerns; AARON GOLDBERG, Director of Micro Services, will present IDC's micro-mainframe outlook.

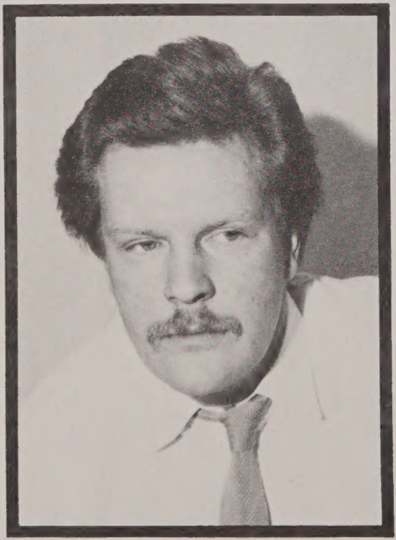
Continued on Page 3

Spotlight

Computer Business

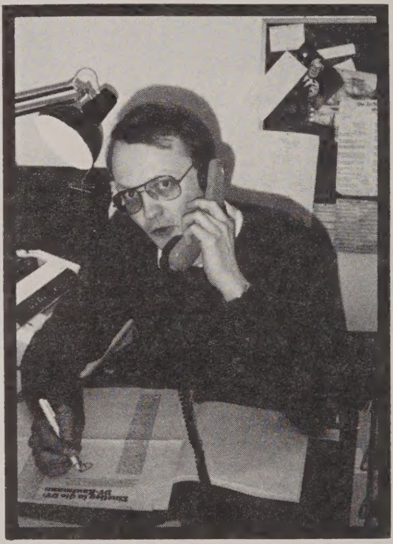
A monthly magazine dedicated to retailers, OEMs, and software and systems houses in the German micro and personal computer market, Computer Business is published by CW Publikationen in West Germany.

Manager for Computer Business is RALF KORBNER. Prior to coming to CW Publikationen in May, 1984, Ralf served as Associate Editor of Interface Age for the American and German editions. He was born in Iserlohn, West Germany, and after schooling travelled to the Near East and North Africa for a year. Ralf then began his studies in psychology, sociology and education at the University of Muenster. Having completed his graduate work in 1978, Ralf moved to Long Beach, California to pursue studies in journalism at California State University. Ralf still maintains a residence in Los Angeles, his favorite city, and besides travelling enjoys cars as a hobby.



Ralph Korbner

ULF FROITZHEIM was one of the first writers for Computer Business. After studying journalism and getting his degree in 1983, Ulf accidentally became involved in the world of computers. He is most interested in economic affairs, but admits "There's hardly any other industry as exciting as this one." Ulf worked for several U.S.-based companies as a student in Munich. When not working he enjoys photography, cross country skiing and music. He spends as much free time as possible in the mountains.

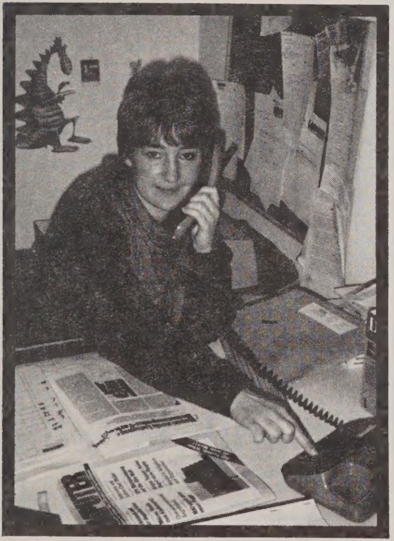


Uls Froitzheim

Another member of the Computer Business editorial staff is CLAUDIA BOHNER, who has been with CW Publikationen since November, 1984. She is currently completing a two-year journalism apprenticeship with the magazine. Before joining the staff of Computer Business, Claudia worked for one year at the German subsidiary of the American magazine Interface

Age. She was previously a student at the University of Munich, where she majored in German studies and art history. Her hobbies include 20th century art, and collecting old radios and posters.

Claudia Bohner



Dagmar Slama

DAGMAR SLAMA has been a member of Computer Business since its very beginning. As Editorial Assistant for the publication, she is responsible for the smooth flow of the magazine through the editorial and production phases. Before beginning at CW, Dagmar worked for Tauchmagazine (a diving magazine). She is also a very enthusiastic diver, but seldom has the chance to engage in her hobby.

More News...

CW Intersoft

From Page 1

for assistance in establishing effective distribution for their software products in foreign countries.

To assist the microcomputer software industry worldwide in meeting this need, IDG has formed a new business unit to act as a representative for our world network of software distributors selected from the best distributors in each of the major foreign countries. We will qualify these distributors and monitor their performance for our clients. Clients will be microcomputer software publishers who wish effective distribution of their products outside of their native country. The new company will also assist clients in translating and adapting their software products to the local language and cultural requirements in the foreign markets.

JAMES FINKE has been appointed President of this new business unit which is called CW Intersoft, Inc. Jim brings to his position an impressive background in international marketing and management in the computer field. He was V.P. and General Manager of Data General's European operations based in Paris. Before that he was

V.P. and General Manager of Motorola semiconductor and communications operations in Europe. Jim also served as President and Chief Operating Officer of Commodore International Ltd., where he managed their U.S. and overseas operations.

We are delighted to have Jim aboard. His international marketing and distribution experience in the computer field should help ensure a very rapid development of CW Intersoft's activities for the benefit of our company's worldwide base of microcomputer software clients.

CW Intersoft, Inc. is now located at:

Suite 300
5 Speen Street
Framingham, MA 01701
Telephone #: (617) 875-5000, x466.

IDC to Hold Spring Executive Conference

From Page 1

HANK JANSON continues with a view of multi-user systems, and Program Director for Communications Industry Research, KIM MYHRE, will speak on local area networks.

Vice President of International Services JACK HART will present a summary of the key points of the day, and direct a round-table discussion affording attendees an opportunity to ask detailed questions and encourage interaction with senior executives at other major firms.

Tuesday will offer a discussion of the key issues concerning today's software. Among the day's speakers, JEAN YATES, President of Yates Ventures, (on the implications of UNIX in the office environment), and the traditional evening round-table discussion. A special attraction includes a tennis and golf tournament.

Developing a plan of action will be the key topic on the third day of this conference. A distinguished group of panelists will present a plan for survival in the 80's, and WILL ZACHMANN reviews what to expect from vendors.

People

Congratulations and best wishes to KAREN WESTON, IDC's Division Administrator in Framingham and her husband Rusty on the new addition to their family. On Saturday, March 30th Karen gave birth to a 6 pound, 2 ounce baby girl, named Tara English. Both Tara and Karen are doing well. Warm wishes for much happiness to you all.

Congratulations to JEFF CORDEIRO, CWCI's International Applications Manager, who spent the first quarter of 1985 travelling to CWCI's international offices. The focus of these trips were to implement an international financial reporting system which would ensure accurate and timely processing. Jeff visited all of CWCI's European and Scandinavian offices. He also moved across the equator to Rio de Janeiro, Brazil, and finally to Canada. All his excursions were extremely successful thanks to the fine cooperation of international person-

IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

April, 1985

TOPIC: DATA COMMUNICATIONS & NETWORKING FOR THE IBM PC

DATES: June 13-14, Hyatt Los Angeles Airport, Los Angeles, CA.

COST: $695 per person. When two or more enroll, the additional registrants are entitled to a $100 discount.

This seminar, presented by the Software Institute of America, will cover the topics of common interfacing pitfalls, the asynchronous connection, hardware restrictions, data integrity, security, personal computer networking, and more. This is specially designed for managers, technicians, and professionals at all levels who are involved with the planning for and use of personal computers or communication technologies. No prior knowledge of personal computers or data communications is required.

TOPIC: POWERFUL ADVERTISING STRATEGIES

DATE: May 21st, Sheraton Palace Hotel, San Francisco, CA. June 17th, Viscount Hotel, Los Angeles, CA.

COST: $195 per person. If two or more register from the same company, $170 per person applies.

The Business and Professional Research Institute is sponsoring a one-day seminar designed for persons working on planning, production and evaluation of advertising and direct mail campaigns. This also includes copywriters, artists, and media buyers who have an interest in the organization's advertising campaign. The seminar agenda includes: Setting Advertising Objectives & Planning Campaign Strategy; Saving Money on Production, Media & Creative Costs; How to Benefit from Research Data on Copy & Design; Measuring Advertising Results; Improving the Design of Advertising Layouts; and more. Each registrant also receives a manual to keep.

TOPIC: PERSONAL COMPUTERS: A TOOL FOR MANAGERS & SUPERVISORS

DATES: May 22-24, PMI Learning Center, Los Angeles, CA. May 29-31, San Francisco Hilton & Tower, San Francisco, CA.

COST: $625 per person.

Designed and presented by Practical Management, Inc., this seminar is a three-day, hands-on workshop to increase management effectiveness. It is designed for managers who know little or nothing about computers. The attendee will not be an "expert" after three days, but will be comfortable with a computer and know what it can do back on the job. The seminar outline includes the following: Meet the Computer, How a Computer Can Help Me, Spread Sheet Application, Create a Tailored Spread Sheet, Graphics, Data Base Management, Teleprocessing, and much hands-on practice. This seminar is designed to make managers decide what, if anything, they want computers to do for them. It is also designed from the point of view of a non-data processing manager.

TOPIC: LOTUS 1-2-3

DATES: May 29-31, Hyatt Wilshire, Los Angeles, CA.

COST: $765 per person. Receive a 10% discount when 3 or more enroll from the same organization.

The American Institute for Professional Education is featuring this 3-day seminar developed to meet the needs of data processing and end-user professionals who are involved in the implementation of today's microcomputers. Participants should be familiar with Basic Lotus 1-2-3 features and functions. This seminar takes the participant well beyond the basics of this language into the advanced areas of the structure and use of Lotus functions, macro functions and applications development, advanced storage and memory management techniques, graphics programming and the graphics slideshow, menu selection and use, and Symphony features and functions. This course fully incorporates the many advances offered by Symphony - data communications, database management, word processing, spreadsheet development and multi-window design and management.

TOPIC: MANAGING PERFORMANCE

DATES: June 12-13, Ramada Inn/Airport, Los Angeles, CA.

COST: $295 for AEA members, $345 for non-members. $375 for AEA members when 2 or more enroll, $325 for non-members when 2 or more enroll.

The American Electronics Association is offering a seminar to develop new skills for managing people in a high technology setting. The basic concept is that communications with the employee is most effective when it is in terms of clear, specific, and measurable goals. The two-day program outline includes: Writing Objectives, Conducting Good Discussions, Collecting Information, Giving Feedback, Handling Conflict, Negotiating Objectives, The Termination Process, and The Appraisal Process. Breaks and luncheon are provided with this seminar.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: __________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

IDG

nel. Jeff is now looking forward to duplicating his efforts in the Far East. Keep up the good work!

Promotions

Congratulations to MITCH HAYES who has recently been promoted to Assistant Design Editor for Computerworld. Mitch joined CWCI as a Paste-Up Artist in November, 1983. In addition to his paste-up work for Computerworld, On Communications, and Computerworld Focus, he has been increasingly involved in producing the mechanicals for CW charts and logos for the weekly. He has also worked as an Art Assistant on a free-lance basis for Contemporary Advertising, an agency that specializes in advertising for independent businesses. Mitch attended the Montserrat School of Visual Art where he studied graphics and illustration.

New Employees

MARY PERTROSKY has recently joined the InfoWorld team as staff writer. Mary comes from InfoWorld from Franson and Associates where she helped direct their writing department. Prior to that, Mary worked on an office products magazine in San Francisco. Mary has also done some freelancing. She was born and educated in New Jersey, currently lives in San Francisco, and plans to be married this summer. Best wishes to Mary in her new ventures!

TOM MAREMA joins the InfoWorld staff from Popular Computing's San Francisco office. In addition to Popular Computing, Tom has also worked as a feature writer for the San Francisco Examiner. Tom will cover data base software, spreadsheets and IBM's west coast developments. He holds a Master's degree from the University of California and resides with his wife and four-week old daughter Alexi in Albany. Please join us in welcoming Tom to the team!

Welcome also to InfoWorld's JIM CURTIS, new National Sales Director/Associate Publisher. In this position, Jim will be responsible for coordinating and organizing InfoWorld's sales force, bringing the campaign into focus, and placing InfoWorld on the winning track. Jim brings to InfoWorld a background rich in sales experience, most recently with Hearst Business Communications, where he served as the Western Sales Manager for ad sales of Electronic Products. Jim graduated from Drake University in Des Moines, Iowa. Jim now lives in Los Altos, California with his wife and four children, and enjoys tennis and travel. Welcome aboard, Jim!

The Talmis, Inc. subsidiary of Link Resources, located in Chicago, Illinois is proud to welcome their new Senior Research Associate, JOHN VICTOR. John was founder and President of Program Design, Inc., one of the first home educational software companies and Publisher of award-winning software. John is a computer wiz and is accredited with many publications in that area. He has extensive background in technical writing, editing, task analysis, testing, statistical analysis, training and educational design. John graduated with a BS degree in Psychology from Michigan State University where he also did graduate work in education. In addition, he has graduate work background in industrial psychology and business administration from Baruch College of CUNY. He will be developing a new training service for Talmis, and also assisting with the Talmis Educational Computing Service.

Anniversaries

One-Year Anniversaries

Cor Beets, CW/Netherlands
Valerie Bernas, IDC
Brian Bishopric, WGE
Chris Butler, WGE
Kathleen Cahill, CWCI
Robert Callery, IDC
Rhonda Clough, WGE
Brian Connolly, LR
Jeff Cordeiro, CWCI
John Desmond, CWCI
Kathryn Garrett, WGE
Lisa Guisbond, CWCI
Pauline Jerome, WGE
Marjorie Semilof, CWCI
Judith Sitz, PCW
Robert Wallace, CWCI
Louis Waryncia, WGE

Two-Year Anniversaries

Sharon Block, WGE
Kathleen Haberek, PCI
Martin Lane, LR
Janet McGinnis, PCW

Three-Year Anniversary

Robert Dornan, IDC

Four-Year Anniversary

Janet Ingrando, IDG

Six-Year Anniversary

John Whitmarsh, CWCI

Consider This

Professional Secretaries' Week

Professional Secretaries' Week, originated and sponsored by Professional Secretaries International, is observed in the U.S. the last full week in April, with the intervening Wednesday designated as Secretaries' Day.

Secretaries' Week was inaugurated in 1952 when it was proclaimed by U.S. Secretary of Commerce Charles Sawyer to recognize "the American secretary upon whose skills, loyalty, and efficiency the functions of business and government offices depend."

The three decades since 1952 have brought changes to the secretarial profession. Automation and the women's rights movement have had an impact. Spearheaded from within the ranks of PSI has come a greater sense of professionalism.

The purpose of Professional Secretaries' Week is two-fold: to increase public awareness of the vital role played by secretaries and administrative assistants in business, industry, education, government, and the professions;

and to reaffirm the dedication of secretaries to professional performance of their responsibilities.

Classified

CWCI HUB BUREAU CHIEF

CWCI has an immediate opening in its fast-growing International Department to head its newly created hub news bureau, to be located in Paris, France. Primary responsibilities of the hub bureau chief will include reporting and editing news on computerrelated events and developments in Europe for inclusion in the CW International News Network and the extensive family of CWCI publications. The hub person will also be responsible for retaining foreign stringers in other European countries; coordinating news assignments between CW headquarters and European stringers; editing in-coming copy from stringers; and transmitting all copy to CWCI headquarters in Framingham, MA. The hub bureau chief will report to and work closely with CWCI Director of International News. Ideal candidates will possess a strong journalism background, excellent editing skills, and knowledge of the computer industry; experience in overseas reporting and foreign languages preferred. Ability to work independently and organize many tasks is desirable. Interested parties should contact Susan Blakeney, CWCI, P.O. Box 880, Framingham, MA 01701, (617) 879-0700.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

DIRECTOR, EDITORIAL SERVICES

International Data Corporation is looking for a selfstarter who can head up the editorial operations of a new business and build it as the business grows. We need someone in whom the entrepreneurial spirit lives and who is very well-versed in computer/communications industry events, issues and trends; has developed competence and ease as a writer/journalist; knows how to manage other writers; has experience working with layouts, artists, photographers, etc; understands the process of market research and is willing to dabble in it from time to time; and can calm the trembling hearts of public relations account executives. For the right person with the right qualifications we offer a job in process. Our operation is still young and requires a great deal of roll-up-your-sleeves, hands-on effort -- lots of writing, lots of editing. As our enterprise matures, so will this position. The right person will evolve into a creative builder and manager of a staff of writers, artists, and photographers (some in-house, some working for us freelance). This is a unique opportunity to get in on the ground floor of a new business venture as a critical participant and contributor with a growth path limited only by your imagination. If you are interested, please send a resume and salary history to: Joseph Levy, Vice President, Marketing, IDC, 5 Speen Street, Framingham, MA 01701

RECEPTIONIST

Full-time receptionist wanted for busy newsweekly magazine office. Rolm telephone experience preferred, but will train. Light clerical duties. No typing required. Please contact Nancy at InfoWorld in Menlo Park, CA at (415) 328-4602, x317.

MAILCENTER STAFF

CWCI has an immediate opening for someone to work in their mailcenter full-time. Your responsibilities will include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories and a wide range of miscellaneous duties. A willingness to work as a member of a team is required. Dependability is a MUST!!! This is an entry level position with the only requirement being a valid Massachusetts license. To apply, please contact Tony Brown at CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700 x373.

FOR SALE

1978 Toyota Corolla 1600 Deluxe. Excellent condition, AM-FM stereo/cassette, 58,000 miles, snow tires (on rims), $3,000. Call Glenn at (617) 879-0700, x577.

ROOM FOR RENT

1 bedroom in 4-bedroom house for rent. Share kitchen and livingroom. Located in Holliston, MA off of Route 126. $190 per month plus utilities. No lease. Available May 1, 1985. Contact Julie Rubin of IDC at (617) 872-8200, x291.

VACATION HOME FOR RENT

Eastman in Grantham, NH. 3 bedroom home with kitchen, livingroom, diningroom, familyroom, 2 baths, deck and screened proch for rent by week or month. In planned community with 18-hole golf course, tennis, lake and organized activities for children. Near Hanover. Available July 21-August 23. $450 per week, $1,650 per month. Contact Kate Whittemore of IDC AT (617) 872-8200, x341 or at (617) 877-5535.

What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ______________

ADDRESS: ______________

YOUR NAME: ______________

PHONE #: ______________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________

SEND ANYTHING you feel is "news worthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurances could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else to be proud of. Please send along the information you would like to appear in the IDG Update.

What's New . . . What's New . . . What's New

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 16 April 22, 1985

Distributique Joins CW/France

Distributique joined the ranks of publications of Computerworld Communications S.A. in France early this year as a monthly magazine. Dedicated to the dealers, OEM, and software houses who distribute micro computers and computer-related products in France, Distributique consolidates CWCI's position in the computer distribution market, which is quickly becoming a strategic issue of major markets. Micro MarketWorld in the U.S. and Computer Business in Germany and in the United Kingdom are three other publications of this kind already published by CWCI.

DISTRIBUTIQUE

L'OFFICIEL DES DISTRIBUTEURS, REVENDEURS ET DETAILLANTS ☐ INFORMATIQUE ☐ BUREAUTIQUE ☐ TELEMATIQUE

N°22 · MENSUEL · 25 FÉVRIER 1985

FORUM : LE DÉFI FRANÇAIS

Une équipe française qui attaque le haut de gamme des micros et qui gagne. Un événement. Distributique l'a rencontrée. Bravo ! (Voir page 14).

Yves SARRAZIN

Paul GOTMAN est pessimiste

ROBERT KAPLAN (BASF) : « Attention aux pièges du marché grand public »

ORGASOFT

La compta peut rapporter gros

Boîte à outils d'ITBC

Du défi dans la distribution des micros professionnels

Brigitte MOREL

Continued on Page 5

Australia Produces On Communications

The first of four editions for 1985 of Computerworld On Communications has been published by Computerworld Pty. Ltd. in Australia as a 28-page insertion into Computerworld Australia. The first edition included the official catalog for Atug '85, the 2nd Australian Telecommunications Conference and Exhibition. It was circulated to all CW subscribers and all attendees of Atug '85, as well as additional specialists in the communications field, yielding a total estimated circulation of about 15,000 copies.

On Communications is produced under the leadership of NOEL BENNETT, Senior Editor for Computerworld Australia and an acknowledged specialist in telecommunications in Australia. Contributing Editor is LUIS HUESCH, a former Reuters staffer

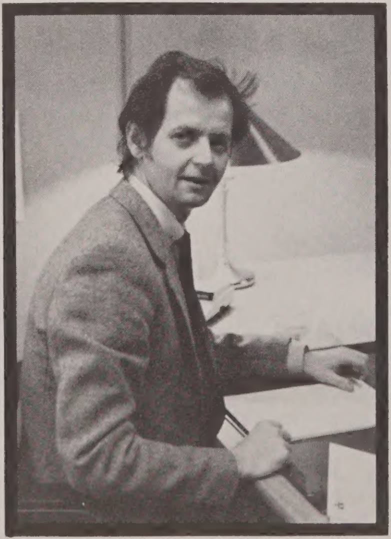
Continued on Page 6

Spotlight

CWCI Norway

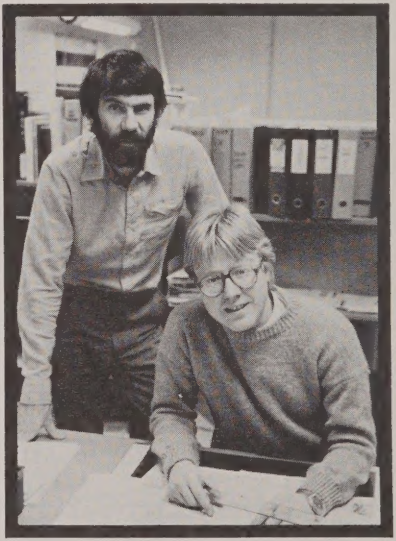
Computerworld Norge A/S, established in 1983, publishes Computerworld Norge, a bi-weekly newspaper devoted to the information needs of computer users in Norway. The company also publishes MikroData, a monthly magazine, and PC Mikro Data, a quarterly magazine for users of desktop and personal computers.

MORTEN HANSEN has been Managing Director of CW Norway since August, 1984. His practical work experience ranges from marketing management in the field of radio and telecommunications, to business consultancy through his own small consultancy firm. Morten is an enthusiastic part--time author and co-author of two books; How to Start and Operate a Small Business, and Practical Data Processing in School and Private Homes. Morten received his B.A. from The Norwegian School of Management in Oslo, Norway, and his M.B.A. from Brunel College. In his spare time, he is an enthusiastic cross-country skier and is interested in all winter sports.



Morten Hansen

KNUT IVAR SKEID is the Editor--in-Chief at CW Norway. He is a professional typographer in the reproduction area and has taught his craft in school. Knut worked several years as a journalist before joining CWN. When at home, he enjoys reading and jogging.



Per Berrefjord Knut Ivar Skeid

PER BERREFJORD is a freelance contributor for CW Norway and is also a secretary to the government in Norway for their advisory committe on informatics, EDP, and broadly related questions. He will continue to work for CWN on articles about PCs and the PC community and also on political issues EDP brings. Per first joined CW in 1983 dealing with various freelance contributors. He has been affiliated with the press since 1966, and one of his first jobs was as a junior reporter for a daily Norwegian newspaper. From there Per worked as an assistant editor for two other newspapers until 1974, when he started a career as in freelance writing and journalism. His interest in new electronic media and information technology soon brought him to CW. Per has two daughters, seven and twelve years old.

RUTH EILERSTEN is the Administrative Secretary at CW Norway. Ruth started with the company in October of 1984. She previously worked as an accounting consultant for a number of years. She states that there is not much time left for hobbies after joining CW/N, but spends the left-over time with her husband, relatives and friends.

BJORG IRENE JAKOBSEN serves as sales support and handles the subscription updating for MikroData. She has a background in subscription sales and has also worked in information departments. She is now studying media and working with community radio. Bjorg is married with four children who take up much of her free time.

ASTRI KATHARINA JACOBSEN is Subscription Secretary for CW Norway. She updates files and provides sales support for Computerworld Norge and PC World Norge. She is a college graduate who studied economics and marketing, and is presently attending night classes to obtain a university degree in the same field. Astri's hobbies include books, antiques, cooking, and skiing.

Left to right: Ruth Eilertsen, Astri Jacobsen. Sitting: Bjorg Jakobsen.

YVONNE B. DENGIN is doing the paste-up and layout of the CWN magazines. She has a broad working and educational background in the field. Her spare time activities are many, covering everything from being a bingo hostess, to a fashion model, to knitting and painting.

Standing: Paal Ekerby. Sitting: Yvonne Dengin.

PAAL EKERBY is a freelance graphic designer working part-time on special projects with CW Norway, such as front pages for MikroData and advertising material. He has four years of education before entering the professional field doing all sorts of graphic design. Paal's free time is spent sitting in a rowboat in the middle of a lake.

Receptionist and Telephone Operator for CW Norway is GERD BOLLE. Gerd has held similar positions in the past, as well as positions in the health care field. She also spent one year as a nanny in the United States. She enjoys theater, movies, books, health studios, and dancing.

BJORG ELIN VOLD is Sales Secretary for CW Norway's magazines. She came to CWN from the Accounting Service Bureau where she served for six years. Bjorg is married and has three children. She and her family, at the moment, have no other hobbies other than the building of their new home.

Left: Bjorg Elin Vold. Right: Gerd Bolle.

PER E. OMSVEEN is an advertising sales representative on MikroData and PC World Norge. He has a college degree in economics and started with CW Norway right out of school. He enjoys sailing, and music.

METTE BIERING is the Advertising Sales Manager for PC World Norge and MikroData. She joined CW Norway in September of 1984, previously working as an advertising sales consultant for home decorating, shipping, and oil magazines. Whenever possible Mette enjoys traveling abroad. Her other spare time activities include designing and making clothes.

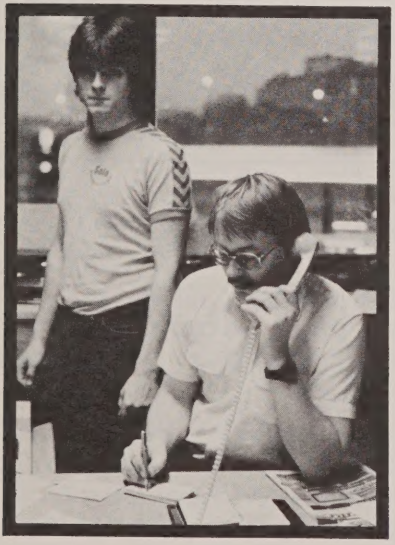
The Advertising Sales Manager for Computerworld Norge is THOMAS BERGERSKOGEN. Before CWN, Thomas was a salesman all his working life, starting when he graduated from college in the field of economics. Thomas is married with two children.

GRETE HOGSETH MELLA is the advertising sales appointment person for Computerworld Norge. She has worked in advertising sales for a number of years and is presently attending night school working toward a business degree. Her spare time activities include aquash, knitting, art and antiques.

Left to right: Greta Hogseth Mella, Thomas Bergerskogen, Mette Biering, Per E. Omsveen.

TORALV OSTVANG is Editor of MikroData. He joined CW Norway in August of 1984, and has done a remarkable job in the last months "ship-shaping" the production. He also contributes news stories and feature articles for the magazine. Toralv worked as a part-time journalist and part-time student from 1970 to 1977, and from then on he has been a full-time professional newspaperman very interested in EDP. Toralv has a wife and two children, with whom he enjoys sharing his computer knowledge.

EIRIK GULBRAMDSEN recently joined CW Norway as a Technical Editor for MikroData. Eirik is now working diligently on the first MSX-system to arrive in Norway in order to be prepared for next years fad in the home Computerworld. Eirik is also a Commodore 64 expert and writes many articles for MikroData reviewing and examining the various programs that Commodore offers.



Standing: **Eirik Gulbramdsen.** **Sitting:** **Toralv Ostvang.**

More News...

Distributique Joins CW/France

From Page 1

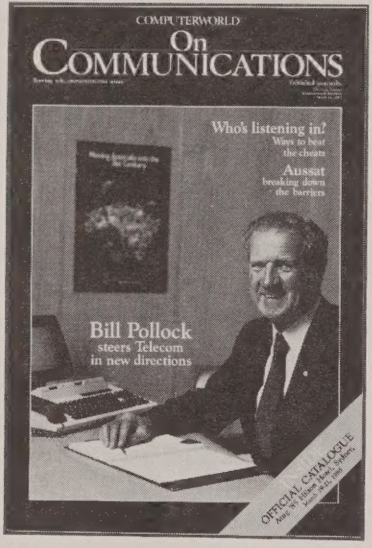
Distributique is characterized by its unique approach toward information, adding to its originality and its quality, and serving as a link between manufacturers, importers of computer equipment, office automation, telematics, and all types of resalers. Distributique maintains its notoriety in the fact that it gives an exact vision of the commercial strategy of manufacturers without getting too deeply involved in more technical aspects. The technical information which it does provide is important to those who want to make a product choice.

The magazine's contents include an explanation of the commercial strategies and marketing of manufacturers and importers. There is also an explanation by resalers as to how marketing of micros and computer products are lived out in the field, permitting them to publicize their own sales experience, as well as noting the potential problems and solutions others may encounter with suppliers.

Key staffers for Distributique include JEAN PELLANDINI, Editorial Manager; CLAUDE BRIL, Advertising and Marketing Sales Manager; and PIERRE LINDE, Editor-in-Chief.

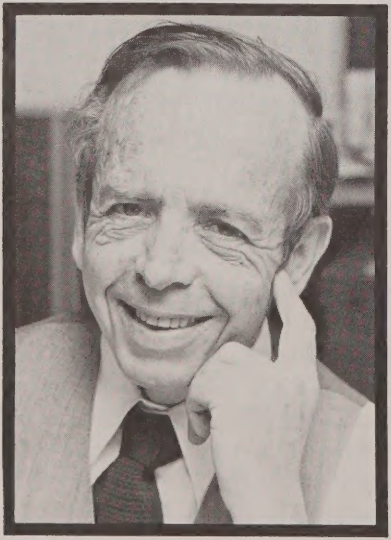
Australia Produces On Communications

From Page 1



who is now a freelance writer on high-tech and telecommunications subjects in Australia.

On Communications as a quarterly publication comes at a time when telecommunications in Australia is beginning to undergo profound changes due to the launch of the country's first domestic satellite. If a readership insertion card survey suggests a welcome response to the publication, it may just become bi-monthly next year. Congratulations to CW/Australia on its continued growth.



NOEL BENNETT

Promotions

Congratulations to CLAUDIA PETRIK of CW Publikationen in West Germany who was recently promoted to Apprentice Editor for Computerwoche. Claudia started at CW in February, 1983 as a full-time temporary employee working for several of the CW Publikationen publications. In February, 1984 she was promoted to Editorial Assistant for Computerwoche. Claudia has gradually taken on a considerable amount of responsibility, including weekly stories for the CWCI International News Network. Congratulations, Claudia!

JIM FORBES, formerly the West Coast Bureau Chief with CW/Peterborough, has joined InfoWorld as the Senior Editor of features. Jim joined CWCI last year. He is presently responsible for running the features section of InfoWorld and administating the magazine's staff of three senior writers. Before joining CWCI Jim worked as a writer and later an editor for various newspapers and magazines.

BARBARA GERK, formerly a researcher with InfoWorld, has been promoted to Assistant Editor for the magazine's feature department. Barbara has been with CWCI for two years and along, with InfoWorld staffer Laurie Flynn, edits the Briefs section of InfoWorld. Barbara was raised on the San Francisco peninsula and currently lives in

San Francisco. She has a Bachelor's degree in English from the Univeristy of California at Santa Barbara. Barbara is currently working on the final details on a major InfoWorld story entitled "InfoWorld 100" which details the impact of personal computers in Fortune 500 corporations.

New Employees

JEAN LOUTHAN is the newest member of the IDG team, Jean has joined the IDG Accounting Department acquiring the position of Bookkeeper handling accounting matters for Computerworld. Prior to this position, Jean worked at Prudential Insurance Company as a Systems Analyst. Jean resides with her husband Bill in Ashland. In her spare time she enjoys skiing. Join us in giving Jean a hearty welcome to the IDG Team!

Anniversaries

One-Year Anniversaries

Barbara Bannon, CWCI
John Grow, WGE
Bruce Hedin, WGE
Penelope Janzen, CWCI
Rich Kordell, WGE
Lisa Morse, CWCI
Marilyn Pellegrini, CWCI
Otto Waldorf, PCW
Lory Zottola, CWCI

Two-Year Anniversaries

Michael Anzalone, IDG
Mary DeCristoforo, CWCI

Three-Year Anniversary

Gail Odeneal, CWCI

Five-Year Anniversaries

Alfred DeMille, CWCI
Ann Marie Finn, CWCI
Michael Masters, CWCI

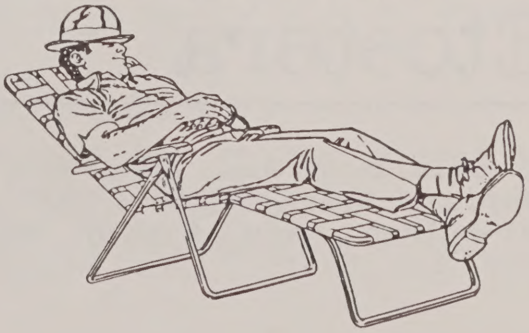
Fitness Focus

Relaxation Techniques

Around the turn of the century, a young Harvard graduate student named Edmund Jacobson discovered that when we are under stress, we tense our muscles. By tensing our muscles, we cause ourselves physical discomfort which tends to make our mental stress even worse.

Jacobson, who later became a renowned psychiatrist, developed a technique for breaking this tense-mind, tense-muscle cycle. He called his technique 'progressive relaxation.'

Progressive relaxation has been shown to be helpful in reducing stress-related disorders. The theory behind it is that how we feel physically has much to do with how we think and act.



You can practice this technique by allowing yourself 20 to 30 uninterrupted minutes (in order to derive maximum benefits). Begin by taking a comfortable position, either sitting in a chair with your hands in your lap or lying on your back. Close your eyes. While doing this exercise, your breathing should be normal and rhythmic.

First make a tight fist with your right hand, tensing the muscles in your wrist and forearm as you do. Hold tight for about five seconds, feeling the tension. Then unclench your fist, letting the tension drain from your forearm, wrist and fingers.

Now do the same with your left arm. Continue with your upper arms, shoulders, neck, and legs.

Now make a frown, scowling as hard as you can. Relax. Next, take a deep breath, feeling the tension in your chest. Exhale. Breathe in again, hold, and let out, saying to yourself as you do, "I am calm." Picture in your mind a pleasant place to be.

To end this exercise, slowly count to four. At one, you will begin to discard the deeper feeling of relaxation. At two and three, you will begin to feel slightly more alert. At four you will open your eyes. You should feel fine and refreshed, wide awake and calm.

Etcetera

On Saturday, May 11, 1985 the American Heart Association will be holding its Eighth Annual Swim for Heart. The event is run in a pledge per lap system offering incentive prizes to the top fundraisers. Dave Maynard, of WBZ, is the celebrity chairperson and has been for the past eight years.

Although the event will last 10 hours, each participant will be allowed a maximum of 2 hours or 200 lengths in the pool. All funds raised will go to our nation's number one killer -- Heart Disease. If you are interested in Swimming for Heart, please contact Susan Perry (617) 875-5000 x407 for an entry form.

Eighth Annual
Swim for Heart

Classified

ASSOCIATE EDITOR

CWCI has an opening in the features section of the Editorial Department for an Associate Editor. The Associate Editor will edit manuscripts chosen by the Senior Editor/Features to run in the In/Depth Section; lay out pages and measure copy to fit the page; confer with authors on changes to their articles; size photos; and accept/reject submitted manuscripts. The Associate Editor will also develop story ideas and write articles for the In/Depth section. In addition, the Associate Editor will function as copy editor for Extra! magazine, a twice-yearly supplement to Computerworld. He will fill in for the Senior Editor/Features when necessary and some travel may be required. This position provides ample opportunity for the person to expand his responsiblities in both editing and writing areas. To qualify, you should have two years of computer industry experience in an editing or writing capacity. You should have a demonstrated ability to meet tight deadlines and attend to details and have some familiarity with computer technology. To apply, send your resume to: George Harrar, CWCI, 375 Cochituate Rd., Box 880, Framingham, MA 01701 (617) 879-0700.

EDITORIAL SECRETARY

InfoWorld's Editorial Department has an immediate opening for an Editorial Secretary. The Editorial Secretary will be responsible for correspondence, operation of transcription machine, phones, filing and miscellaneous support duties. One year of secretarial experience is required. Interested candidates plaese send resume to Ann Rand, InfoWorld, 1060 Menlo Park, CA 94025.

SENIOR EDITOR - MICROCOMPUTER MAGAZINE

Ambitious, talented individual with good copy editing experience wanted for Senior Editor position. Direct copy editing and preparation of final copy with managing editor. Interest/background in computers necessary. College education or solid experience required. Send resume to Kathryn Garrett, Wayne Green Enterprises, Inc., Route 202 North, Peterborough, NH 03458.

RECEPTIONIST

Full-time receptionist wanted for busy newsweekly magazine office. Rolm telephone experience preferred, but will train. Light clerical duties. No typing required. Please contact Nancy at InfoWorld in Menlo Park, CA at (415) 328-4602, x317.

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IDG UPDATE

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ASSISTANT EDITORS
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Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

DIRECTOR, EDITORIAL SERVICES

International Data Corporation is looking for a selfstarter who can head up the editorial operations of a new business and build it as the business grows. We need someone in whom the entrepreneurial spirit lives and who is very well-versed in computer/communications industry events, issues and trends; has developed competence and ease as a writer/journalist; knows how to manage other writers; has experience working with layouts, artists, photographers, etc; understands the process of market research and is willing to dabble in it from time to time; and can calm the trembling hearts of public relations account executives. For the right person with the right qualifications we offer a job in process. Our operation is still young and requires a great deal of roll-up-your-sleeves, hands-on effort -- lots of writing, lots of editing. As our enterprise matures, so will this position. The right person will evolve into a creative builder and manager of a staff of writers, artists, and photographers (some in-house, some working for us freelance). This is a unique opportunity to get in on the ground floor of a new business venture as a critical participant and contributor with a growth path limited only by your imagination. If you are interested, please send a resume and salary history to: Joseph Levy, Vice President, Marketing, IDC, 5 Speen Street, Framingham, MA 01701

FOR SALE LARGE SLEEP SOFA

Large sleep sofa in excellent condition. Burgundy with white print fabric. Best offer. Call Heidi at 723-6375 evenings.

FOR SALE

1978 Toyota Corolla 1600 Deluxe. Excellent condition, AM-FM stereo/cassette, 58,000 miles, snow tires (on rims), $3,000. Call Glenn at (617) 879-0700, x577.

ROOM FOR RENT

1 bedroom in 4-bedroom house for rent. Share kitchen and livingroom. Located in Holliston, MA off of Route 126. $190 per month plus utilities. No lease. Available May 1, 1985. Contact Julie Rubin of IDC at (617) 872-8200, x291.

VACATION HOME FOR RENT

Eastman in Grantham, NH. 3 bedroom home with kitchen, livingroom, diningroom, familyroom, 2 baths, deck and screened proch for rent by week or month. In planned community with 18-hole golf course, tennis, lake and organized activities for children. Near Hanover. Available July 21-August 23. $450 per week, $1,650 per month. Contact Kate Whittemore of IDC AT (617) 872-8200, x341 or at (617) 877-5535.

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IDG
INTERNATIONAL DATA GROUP

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Have you recently...

_____ won an award?

_____ been appointed or promoted to a new position?

_____ made a speech?

_____ participated in community activities?

_____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

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NAME: ____________	DEPARTMENT: ____________
COMPANY: ____________	PHONE/EXT: ____________
ENGAGEMENTS/MARRIAGES:	BIRTHS:
Name ____________	Name ____________
Dept./Title ____________	Dept./Title ____________
Spouse's Name ____________	Spouse's Name ____________
Date ____________	Baby's Name ____________
Place of Marriage ____________	Date of Birth ____________
Honeymoon? ____________	Weight, Length of Baby ____________

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IDG UPDATE

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Volume 15, Number 17 April 29, 1985

New Communications Show A Success

Last year's break-up of American Telephone and Telegraph (AT&T) has created many new business opportunities in the communications industry. It has also created many opportunities for one of CWCI's operating groups, CW Conference Management Group. CW/CMG's largest project, the Communication Networks Show, grew to record size and attendance earlier this year. During the week of April 15th, CW/CMG's successful by-product of the CN show - Network Management Technical Control (NMTC), became a show to remember.

As companies around the world develop larger and more complex networks, their information needs increase. NM/TC's four-day conference program was designed to provide high-level information in a timely manner.

The first NM/TC Show, held two weeks ago at the Boston Marriott Hotel at Copley Place, drew over 1,600 people. Wang's Vice President of Corporate Information Services, Robert Boseman gave the keynote speech, and 200 people registered for the many sessions throughout the week, including topics from digital transmission systems to network equipment and network security.

NM/TC also featured a two-day exposition, with 50 companies displaying their newest network products. Massachusetts Governor Michael S. Dukakis issued a proclamation on the show and attended the ribbon-cutting ceremony Thursday morning, April 18th.

Left to right: Bob Bozeman/Wang; Judie McDaid/Hajar Associates & NM/TC National Sales Manager; BILL LEITCH/President CW/CMG & Conference Director; Andrew Rogal/Rogal Associates; Mass. Governor Michael Dukakis; Nick Papantonis/Infinet; an NM/TC exhibitor; and BILL SELL, Operations Manager for the show.

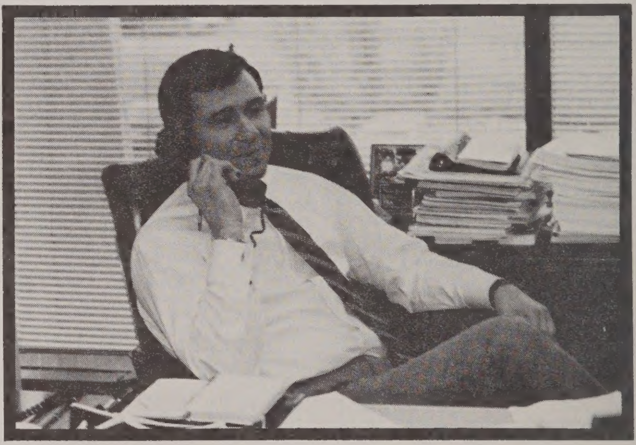
Spotlight

CWCI Chicago Sales

RUSS GERCHES is the Midwest Regional Manager for Computerworld, in charge of sales in the Midwest states of Ohio, Indiana, and Illinois. Russ recently celebrated his one year anniversary with CWCI. He comes to Computerworld with a B.S. degree from the University of Illinois majoring in communications, and started his space-selling experience with the Chicago Sun-Times. Russ was elected President of the Dale Carnegie Class of 1984. He and his wife, Lynn reside in Naperville Illinois, and in his spare time they enjoy jogging, tennis, racquetball and traveling.

Russ Gerches

ART KOSSACK has been the District Manager for Computerworld for the past three years. Art's territory of sales includes Minnesota, Missouri, Oklahoma, Nebraska, Iowa, Kansas and Illinois. He is a graduate from Upper Iowa University in addition to attending law school at Chicago Kent. Prior to joining CWCI Art worked for Penton/IPC and McGraw-Hill, and before entering the publishing business he worked for a graphic arts supply company. In his spare time, Art enjoys golf, handball, football, and baseball. Art, his wife Mary Kay, live in Winnetka with their two children, Katie and Brandon.



Art Kossack

KEVIN McPHERSON is the CW Chicago Sales District Manager, and has been with CWCI for three years. Kevin is responsible for sales in Wisconsin, Michigan and selected areas of Illinois. Before moving to Chicago last November Kevin was a management trainee and General Manager of Computerworld Buyer's Guides. Kevin received a B.S. from the University of Richmond, and an

MBA from the University of Connecticut. In addition to his frequent trips to the Boston area, he enjoys all sports activities and looks forward to the first White Sox game every year.

Kevin McPherson

Jean Broderick

JEAN BRODERICK has been the Sales Assistant for Computerworld for two years. Jean is responsible for monitoring all the business activities emanating out of the Midwest, and also serves as a sales assistant/secretary. Jean's zestful attitude and organizational skills are a definite contribution to the overall atmosphere and success of the Chicago office. She and her husband Michael live in Hoffman Estates, and enjoy baseball, college basketball, movies and traveling (especially to Acapulco).

KAROL LANGE is the Sales Secretary for both Computerworld personnel and Infoworld personnel located in Chicago. Karol, the newest member of the Chicago staff, has been on board since February 18. She was previously employed for fourteen years at the Carr-Lowrey Glass Company, a division of Anchor Hocking. Karol lives in Des Plaines with her husband, Richard and enjoys table tennis, bowling, bike riding and baseball.

Karol Lange

More News...

Computer Business Celebrates First Anniversary

Computer Business, the CW Publikationen monthly magazine dedicated to dealers, retailers and OEMs (Original Equipment Manufacturers) in the West German computer market, celebrates its first year anniversary this April. Since the publication's inception last year, the staff of Computer Business has focused on fine-tuning the editorial content. RALF KORBNER, Editor-in-Chief, commented, "Our editorial as well as advertising departments had to fight for this project which represented a new theme in the German computer magazine marketplace. The advertising team deserves a lot of credit for successfully introducing a new concept with Computer Business. They not only had to sell advertising, they also had to sell a new idea."

4/April 1985 · DM 9,–

COMPUTER BUSINESS

Das Magazin für Handel, OEM, Software- und Systemhäuser

IDC-Marktanalyse

Bericht zur Lage des Mikro-Handels

Heimcomputer

Wer sagt, er sei zufrieden, lügt

Betriebssysteme

Lohnt sich Unix bei Einplatzsystemen?

Technologieparks

Computerfieber im Silicon Wedding

Tramiels Sanierung

Bei Atari regieren die Hasardeure

CoB-Umfrage

Wie unterstützen Hersteller Händler?

Rechtsstreit bei Sinclair

Werbung für Geräte, die es nicht gab

Jetzt in jedem Heft:

Die Top Ten des Softwaremarkts

Job Shop: 4 Seiten Stellenmarkt

Congratulations to the entire Computer Business team for a successful first year!

People

IDC's MARY TRAYTE has successfully completed a 10-week intensive program entitled "Computer Science", sponsored by the Medfield High School Evening Education Department, and received her certificate in computer operations. Mary will now be doing all of the circulation work for IDC on her own computer. Congratulations, Mary!

Due to her continued efforts and excellent performance TERRI RUSSO has just been appointed Editor of the IDG UPDATE. Effective immediately, if you have any questions, comments or suggestions regarding the IDG UPDATE, please contact Terri at IDG. Please join us in congratulating Terri on her new appointment.

Promotions

Four CW/Peterborough employees have received promotions as a result of a recent restructuring of the Graphic Services Department.

DENNIS CHRISTENSEN formerly the Typesetting Manager for CW/Peterborough has been promoted to Graphic Services Manager. He will oversee all aspects of CW/P's in-house production, will act as liaison to magazine staffs, and will represent the department in regard to production planning. Dennis will also be responsible for Graphic Services personnel management and development.

Two department typesetters have also been promoted. LINDY PALMISANO has been named Type Supervisor. In addition to typesetting responsibilities, Lindy will be responsible for the volume and quality of all type produced in Peterborough, and will maintain all department records.

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

April, 1985

TOPIC: STRESS MANAGEMENT FOR THE WORKING WOMAN

DATES: May 20th, Center of New Hampshire Holiday Inn, Manchester, NH. May 21st, Marriott Hotel-Copley Place, Boston, MA.

COST: $97 per person.

The Business Women's Training Institute is offering a seminar for supervisors, managers, administrative assistants and support people who would like to learn new ways to reduce the stress which affects job performance, tips on how to create a less stressful workplace, and more. This seminar will help you keep stress at home from interfering with your job, you will learn how to spot stress "overload" signals and head off employee problems, and how to improve profitability and cut losses at work.

TOPIC: HOW TO MAKE EFFECTIVE PRESENTATIONS

DATE: May 21st, Marriott Hotel, Newton, MA.

COST: $295 per person. $275 per person when 3 to 6 enroll, $255 per person when more than 7 enroll.

The Center for Management Development is offering a one-day seminar to help you discover the secrets of making professional presentations. You can learn to build your existing strengths and deliver with confidence. You will learn to analyze your audience, determine when communication aids will be effective, and organize your presentations focusing on audience needs.

TOPIC: HANDLING PROBLEM EMPLOYEES

DATES: June 5th, Holiday Inn-West, Manchester, NH. June 7th, Holiday-Inn, Burlington, MA.

COST: $75 per person. $70 per person when 3 or more enroll.

Workplace Programs presents this one-day seminar for managers and supervisors who are responsible for the efficiency of their staff and who are committed to attaining excellence. You will develop the skills to prevent performance decline, maintain productivity, and effectively deal with problem employees. You will learn to handle employee tardiness, absenteeism, accidents, interpersonal friction and low production. An Employee Problem Manual will be provided for future reference.

TOPIC: BETTER BUSINESS WRITING

DATES: June 5th, Holiday Inn, Marlboro, MA. June 6th, Holiday Inn-West, Manchester, NH.

COST: $175 per person. $145 each when 3 or more enroll.

Designed for managers, administrators, staff specialists and professionals, this seminar is presented by Dun & Bradstreet. The program outline includes: Successful Writing; How It's Done; Constructing Letters That Insure Reader Attention; Writing Memos That are Brief, Clear, Complete; Special Techniques of Preparing Reports and Proposals; and Adding Impact To Your Message. With this seminar you can build your reputation as a clear thinker through crisp, precise writing. A valuable handbook is supplied to all participants as both a program guide and an after-seminar reference manual.

TOPIC: PLANNING & CONTROLLING TIME
&
ACHIEVING MORE THROUGH DELEGATION

DATES: June 17th, Sheraton-Wayfarer Inn, Manchester, NH. June 18th, Boston Park Plaza, Boston, MA.

COST: $90 per person, $80 each when 3 or more enroll (for one seminar). $160 per person, $140 each when 3 or more enroll (for both seminars).

Dun & Bradstreet presents two half-day seminars for those people under pressure to produce more in less time. Participants may choose to enroll in one seminar or both. "Planning and Controlling Time" includes the topics of; How to Do More in Less Time, Key Elements in Building Your Own and Department's Productivity, How to Stay on Track, and Making Time Work for You.

"Achieving More Through Delegation" covers the areas of; How Delegation Helps You Multiply Yourself, Making Delegation a Permanent Addition to Your Management Plan, Testing People and Broadening Their Experience, and Getting Maximum Results from the Delegation Process.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: ______________________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

Typesetter ANDREA FLORENCE has been named Type Systems Supervisor. Her new responsibilities include coordinating hardware maintenance and maintaining systems maintenance logs.

In darkroom/stripping, BOB VILLENEUVE has been promoted to the position of Film Prep Supervisor. Bob's new responsibilities include staff supervision, acting as consultant on color separation quality and purchasing, and serving as technical consultant to the art directors of CW/P's five magazines.

New Employees

CWCI is happy to welcome MELISSA STRAYTON, who is the new Administrative Assistant to SUSAN BLAKENEY and JEFF CORDEIRO. In her new position, Melissa will be assisting Susan with the International News Network, and Jeff with the financial tracking of subsidiary companies. Prior to coming to CWCI, Melissa worked for Leading Edge Products, Inc. as a telemarketer selling micro-computers and software to dealers across the U.S. Melissa received a B.A. in Literary Studies from Middlebury College. In her free time, Melissa enjoys horseback riding, sailing, hiking, camping, dance and piano. Welcome aboard, Melissa!

Anniversaries

One-Year Anniversaries

Terry Carder, IDC
John Dooley, CWCI
Marilyn Kahn, LR
Scott Spanbauer, PCW

Two-Year Anniversary

Kay Young, PCI

Three-Year Anniversary

Ron Shugan, IDC

Five-Year Anniversary

Liz Massengill, CWCI

Six-Year Anniversary

Renee Visconti, CWCI

Etcetera

New Telex Number

Please note that Computerworld Danmark has a new telex number. The new number is (863) 31566.

Matching Donations

When anyone within the IDG family makes a donation to a charitable organization, CWCI will match your donation. Simply send a copy of your cancelled check to the attention of MARION KIBBEE at CW Communications/Inc., 375 Cochituate Road, P.O. Box 880, Framingham, MA 01701. If you have any questions call Marion at (617) 879-0700 x301, or Debbie Waters at (617) 879-0700 x526.

Long-Range Planning Groups

It is not too late to join one of the long-range planning working groups! The committees are just getting started using the electronic mail network in a simulated teleconferencing application. Anyone interested will be assigned an electronic mail address. Access to a communicating terminal should be available in all offices.

The committees are:

1. Economic and Socio-Political Environment
2. Technological Evolution
3. Computers and Data Processing
4. Application Automation Markets
5. Communications Markets
6. Electronics Markets
7. Electronic Publishing and Information Services Markets

If you would like to participate call Vickie Bagley at IDG, (617) 875-5000 x460, or send a message to IDG.T/McNeill. The committee chairmen will contact you with specifics on the groups' activities.

Notice to U.S. Employees

This week you will be receiving a copy of our annual employee evaluation survey. This survey, sponsored by the Chariman of the Board, is your opportunity to express your opinion and evaluate your unit's management.

When you receive the survey please take a few minutes, either in the office or at home, to answer the questions. Based on the results of past surveys we have created or modified our policies in many areas including training programs, company benefits and management style.

Please complete the survey and return it promptly to Bill Sell, Employee Survey Project Manager, P.O. Box 1450, Framingham, MA 01701.

Consider This

The Spice Rack

Garlic is an herb, a member of the lily family, which includes leeks, chives, onions and shallots. Garlic has a medicinal and mythological history apart from the obvious culinary qualities.

The Greeks respect garlic for all of its qualities - medicinal, culinary and even magical. The ancient Romans gave garlic to their athletes to impart strength.

During World War I, moss was soaked in garlic juice and applied to wounds of soldiers to help prevent the spreading of infection. Garlic has also been used to heal toothaches.

Known for its power to make demons vanish at the sight of it, garlic has been used to repel witches and vampires. In comparison, it has also been used as a love potion - one of the characters in Boccaccio's play "Decameron" sent his lady love garlic grown from his own garden to win her favors (which he did).

Garlic is an edible bulb which grows beneath the ground and is made up of small cloves. The cloves are encased in paper-like envelopes. Garlic thrives best when soil is light and well sifted, and will grow to maturity within 6 months.

When used to season beef, poultry, pork, lamb and seafood, garlic has the quality of adding extra flavor and zest to your entree. When used sparingly in dressings, sauces, bread and cheese dishes, garlic adds a subtle flavor. In traditional dishes such as mousaka and lasagna, garlic's strong, robust flavor is required, and so is used more heavily. The heavy flavor of garlic disappears when cooked in liquid, and prolonged cooking will cause garlic to acquire a bitter taste.

Whether you prefer the strong flavor of garlic or just its subtle taste, this spice is inexpensive and easily purchased at local supermarkets, where you should be sure to pick firm, plump bulbs with dry, unbroken skins.

Classified

EDITORIAL SECRETARY

InfoWorld's Editorial Department has an immediate opening for an Editorial Secretary. The Editorial Secretary will be responsible for correspondence, operation of transcription machine, phones, filing and miscellaneous support duties. One year of secretarial experience is required. Interested candidates plaese send resume to Ann Rand, InfoWorld, 1060 Menlo Park, CA 94025.

ASSOCIATE EDITOR

CWCI has an opening in the features section of the Editorial Department for an Associate Editor. The Associate Editor will edit manuscripts chosen by the Senior Editor/Features to run in the In/Depth Section; lay out pages and measure copy to fit the page; confer with authors on changes to their articles; size photos; and accept/reject submitted manuscripts. The Associate Editor will also develop story ideas and write articles for the In/Depth section. In addition, the Associate Editor will function as copy editor for Extra! magazine, a twice-yearly supplement to Computerworld. He will fill in for the Senior Editor/Features when necessary and some travel may be required. This position provides ample opportunity for the person to expand his responsiblities in both editing and writing areas. To qualify, you should have two years of computer industry experience in an editing or writing capacity. You should have a demonstrated ability to meet tight deadlines and attend to details and have some familiarity with computer technology. To apply, send your resume to: George Harrar, CWCI, 375 Cochituate Rd., Box 880, Framingham, MA 01701 (617) 879-0700.

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SENIOR EDITOR - MICROCOMPUTER MAGAZINE

Ambitious, talented individual with good copy editing experience wanted for Senior Editor position. Direct copy editing and preparation of final copy with managing editor. Interest/background in computers necessary. College education or solid experience required. Send resume to Kathryn Garrett, Wayne Green Enterprises, Inc., Route 202 North, Peterborough, NH 03458.

RECEPTIONIST

Full-time receptionist wanted for busy newsweekly magazine office. Rolm telephone experience preferred, but will train. Light clerical duties. No typing required. Please contact Nancy at InfoWorld in Menlo Park, CA at (415) 328-4602, x317.

MAILCENTER STAFF

CWCI has an immediate opening for someone to work in their mailcenter full-time. Your responsibilities will include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories and a wide range of miscellaneous duties. A willingness to work as a member of a team is required. Dependability is a MUST!!! This is an entry level position with the only requirement being a valid Massachusetts license. To apply, please contact Tony Brown at CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700 x373.

VACATION HOME

Cape Cod North Shore - Ideal family rental North of Route 6A in Yarmouthport. Quiet area, adjacent to open woods, 1/2 mile from warm water beach with lifeguard, bikes, grills, etc. Yard for small children. Three bedrooms, washer/dryer, and a dishwasher. $375/week, 2 week rental preferred. Call Bill Leitch, (617) 879-0700 x430, or evenings (617) 244-0771.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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CAR FOR SALE

1980 Omega; 2-door with AM/FM stereo. Asking $2,200. Contact John Wanamaker at (617) 872-8200, x301.

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Eastman in Grantham, NH. 3 bedroom home with kitchen, livingroom, diningroom, familyroom, 2 baths, deck and screened proch for rent by week or month. In planned community with 18-hole golf course, tennis, lake and organized activities for children. Near Hanover. Available July 21-August 23. $450 per week, $1,650 per month. Contact Kate Whittemore of IDC AT (617) 872-8200, x341 or at (617) 877-5535.

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Couple looking for a small house to rent in Natick or surrounding area. Will also consider a nice apartment. Excellent references available. Please contact Andrea Seiff at IDG, (617) 875-5000, x437. If no answer, please leave a message, or call evenings at (617) 653-3693.

CAR FOR SALE

1976 Toyota Corolla; 5 speed, AM/FM radio; excellent condition; runs great. $2,000 or best offer. Contact Jeff Kaplan at (617) 872-8200, x632.

NEED EXTRA COPIES?

If your department is not receiving enough copies of the IDG Update each week, if you receive too many, or if your copies are being directed to the improper person, please use the coupon below to rectify the situation.

COMPANY: ______________________

DEPARTMENT: ______________________

PERSON RECEIVING COPIES: ______________________

# NEEDED: ______________________

OTHER: ______________________

Mail to: IDG Update, Attn: Vickie Bagley, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701.

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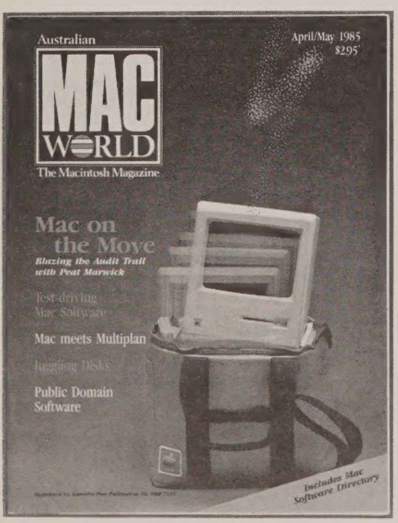
Volume 15, Number 18 May 6, 1985

Australian Macworld Is Born

Computerworld Australia has launched yet another publication, entitled Australian Macworld. The new magazine is designed to serve the information needs of new users having no experience in personal computers, those slightly familiar with PCs, experienced Macintosh users, Macintosh software developers; and those considering the purchase of a Macintosh.

Australian Macworld focuses on the role of the Macintosh in all


Australian
MAC WORLD
The Macintosh Magazine
April/May 1985
$2.95
Mac on the Move
Blazing the Audit Trail with Peat Marwick
Test-driving Mac Software
Mac meets Multiplan
Juggling Disks
Public Domain Software
Includes Mac Software Directory

Continued on Page 3

Asian Computerworld Split

the asian Computerworld
The newspaper for the Asian computer community
SOUTHEAST ASIA EDITION
INSIDE: FOCUS ON MALAYSIA
Insurance brokers start regional DP programme

the asian Computerworld
The newspaper for the Asian computer community
NORTH ASIA EDITION
INSIDE: FOCUS ON MALAYSIA
Develswitch installation promises big savings in datacomms costs
By Francis Pearce
Special to The Asian Computerworld
Telco's move can be emulated by other far-flung companies

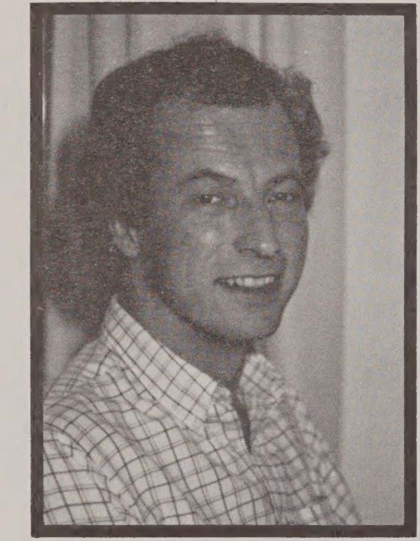
An exciting expansion plan has been announced by Asian Computerworld to provide a more focused coverage for their readership. The publication, which has been running a pilot split edition for Southeast Asia and North Asia for the last three months, will formalize this arrangement by dividing into two separate newspapers. One will serve the certain Asian countries (except the Philippines) from a base in Singapore. The other, based in Hong Kong, will circulate there and in the Philippines, China, Japan, Taiwan, and Korea.

Continued on Page 3

Spotlight

Micro Computerwelt

Micro Computerwelt, a monthly magazine dedicated to personal computer users in the German computer market, is published by CWCI's West Germany subsidiary, CW Publikationen.



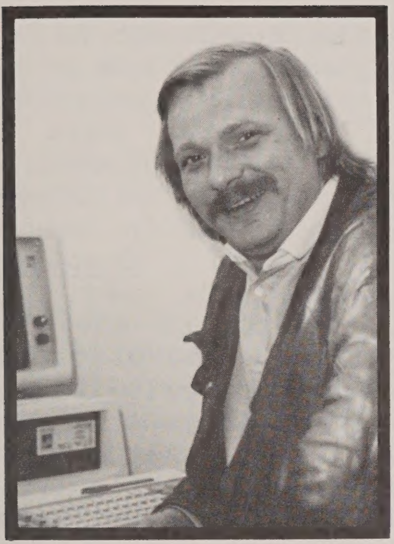
Norbert Strauch

Editor-in-Chief for Micro Computerwelt is NORBERT STRAUCH, a member of CW/Germany since the founding of Micro Computerwelt in October, 1981. At that time Norbert was an economics major in college, acting as Copy Editor for Micro Computerwelt. He was promoted two years later to his present position. After completing his studies, Norbert apprenticed at a management magazine, where he then worked as business editor, gaining his first experience as a writer. Norbert, a native of Munich, is married to an Austrian and states that his four-year-old daughter comes first in his life, and then his hobby of playing the organ.

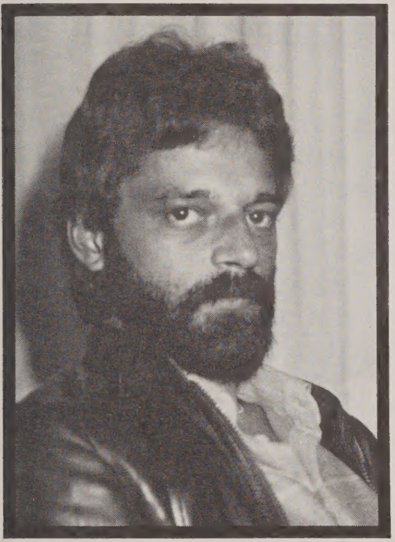
Wolfgang Kuhn

WOLFGANG KUHN, Managing Editor for Micro Computerwelt, always keeps a "cool head" when the editorial department becomes caught up in deadlines. Wolfgang, a 37-year old "family man", started with the company in January, 1984 after working many years for daily and trade newspapers. He enjoys spending time in the mountains, winter skiing, and in the summer, hiking and swimming.

THOMAS KOTHER, Technical Writer, has also been with the editorial staff of Micro Computerwelt since the its beginning. After completing his studies in information technology, Thomas worked as a writer for the computer magazine CHIP. Upon leaving there, he founded the German edition of Interface Age. In his spare time he enjoys cooking, sailing, riding motorcycles, and playing the organ.



Thomas Kother



Dieter Hitzler

Software specialist for MCW is DIETER HITZLER. Dieter joined the team this March, having previously worked for another German computer magazine, Computer Zeitung, and also for CW Publikationen's Computerwoche. After graduating from college with degrees in printing technology and business, Dieter worked for several years as a software engineer in the area of computer-aided PPS. His leisure time activities include sailing, tennis, skiing, and music.

Andrea Kirchmeier

ANDREA KIRCHMEIER, Editorial Assistant for the team, is the one to keep everything under control. Andrea, gained her first editorial experience in the fashion world. In the Fall of 1983 she moved from a woman's magazine to Micro Computerwelt. Andrea enjoys spending free time painting. When she has time, Andrea enjoys researching Munich's cafes and music clubs.

More News...

Australian Macworld

Continued on Page 10

size businesses, and the development of Macintosh software. The premier issue, dated April/May 1985, includes articles on MacWrite and MacPaint software, how to maintain the Mac, the philosophy behind the Mac's operation, plus a brief analysis of the Mac's growing penetration of the business personal computer market.

Ad pages for Australian Macworld have been making a steady incline, with ad pages expected to level out to 40 per issue by the end of the year. The print run of the first issue was a healthy 12,000 and is expected to rise to 15,000 by the end of 1985, with the bulk of its distribution currently on the newsstand. Subscriptions are also growing fast, with a target base of 3,000 to 3,500.

Key staffers for this new Australian publication include NEVILLE ANGOVE, Editor; CHESS WADE, Associate Editor; TONY SMITH, Consulting Editor; and Publisher ALAN POWER.

Subscriptions and inquiries have been coming into CW Australia from New Zealand, Papua-New Guinea, Fiji, and Brunei. It seems as though Australian Macworld will be serving a much larger area than first expected.

Asian Computerworld

Continued on Page 10

Each will have access to a unique electronic news network to material prepared by the other, and to the global Computerworld international news service. However, they will provide separate and more focused coverage for their respective regions.

Coordination of these two publications will be provided by EUAN BARTY, who was recently appointed Editor-in-Chief. Euan, who will be based in Hong Kong, joined Asian Computerworld on May 1 from Asian Computer Monthly, which he has edited for the past five years. He has 16 years' experience as a computer journalist in Asia, Australia and the United Kingdom.

Editing the Southeast Asian publication will be ABDUL RAHMAN, who is currently Associate Editor and Southeast Asia Bureau Chief. FRANCIS PEARCE, Hong Kong Bureau Chief, will edit the publication based in Hong Kong. Francis joined Computerworld last Autumn. He was formerly technical editor of the UK magazine, PC User. Advertisers will benefit particularly from Computerworld's expansion; those with regional marketing and sales responsibilities will now be able to obtain the most comprehensive coverage of computer users available by advertising in both Computerworld publications.

Companies which sell only to one country such as Hong Kong or Singapore and Malaysia, for example, will be able to obtain - for the first time in Asia - a focused readership from using the Computerworld appropriate to their market. "Response to the current two editions, from both readers and advertisers, has been very good and we felt that it was time to strengthen the concept," said Computerworld managing director, David Naidu.

"In most parts of the world, Computerworld has publications focused on single countries and this is our long-term aim for Asia. We see the division between Singapore and Hong Kong as a logical first move in this direction and we are planning further opportunities to extend our services to local computer user communities in line with the development of the Asian computer industry."

The two Computerworld publications will continue to be published on alternate Mondays - 26 issues per year - but, Mr. Naidu said, each would be published weekly as soon as market condition permits.

For further information, please contact the following:

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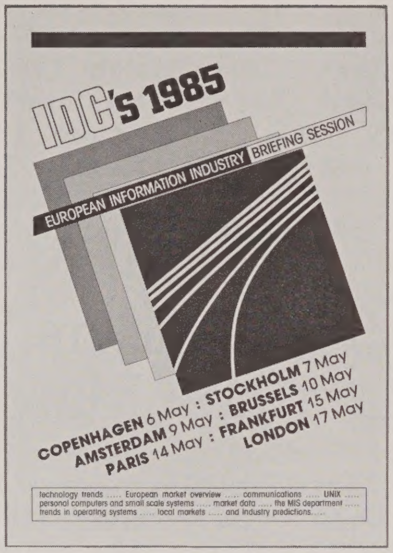
Hong Kong
Tel: 05-210395 Tlx: 72827 COMWOR HX

IDC's European Briefing Sessions

Tuesday, May 14th will mark the day for IDC's European Briefing Session to be held in Paris, France at the Inter-Continental Hotel. As is done each year, IDC consultants will offer their experiences and their know-how on studies of the information market. Over 2,000 senior executives will have the opportunity to meet other locals the field, and receive market information from Europe's largest research consultancy specializing in information processing.

The conference day will begin with WILL ZACHMANN, Corporate Vice President of Office Technology Assessment who will speak on the Information Industry, Technologies in 1985. Other topics of the day include European Market Overview; Personal Computers and Small Scale Systems; Trends in Operating Systems, presented by IDC's subsidiary Yates Ventures; The MIS Department, meeting the challenge ahead; Communication Network Systems; Videotex, the professional services; and Information Industry Predictions.


IDC's 1985
EUROPEAN INFORMATION INDUSTRY BRIEFING SESSION
COPENHAGEN 6 May : STOCKHOLM 7 May
AMSTERDAM 9 May : BRUSSELS 10 May
PARIS 14 May : FRANKFURT 15 May
LONDON 17 May
technology trends ..... European market overview ..... communications ..... UNIX .....
personal computers and small scale systems ..... market data ..... the MIS department .....
trends in operating systems ..... local markets ..... and industry predictions.....

A question-and-answer period will conclude the conferences, along with a cocktail reception for attendees. This conference is also to be presented in Copenhagen on May 6th, Stockholm on May 7, Amsterdam on May 9, and Brussels on May 10. It will appear in Frankfurt on May 15, and London on May 17.

People

BRYAN WILKINS of Computerworld's Editorial Department is the proud father of a 7 lb. 10 oz. baby boy. Bryan and his wife Catherine named their baby boy Torrey. Join us in congratulating the Wilkins' on their new arrival.

BECKY CHAPPEL from IDC's ISPS Department gave birth to a baby boy named "Eric" on April 28th at 7:45 p.m. Eric came into the world weighing 8lbs 20 1/2 inches. The Chappel family and newest addition are doing great!

CW/P Outsiders Win Marathon Match

In a three-set match lasting more than four hours, CW/P's Outsiders outlasted The Beer Store to win the Recreation Department B league volleyball championship. The Outsiders clinched the title after 4 1/2 hours of play. The Outsiders entered the playoffs with 17 victories and one defeat to win the championship for a second year in a row. Congratulaions to the team members:

BRUCE ARMOR
KATIE VAFFA
BILL BOYER
DEBBIE DAVIES
PATRICK GAGNE
BILL GREENWOOD
DENISE LA SALA
TIM QUACKENBUSH
JIM SHAW
BONNIE WELSH

Promotions

A hearty congratulations to BARBARA GERK of InfoWorld's Editorial Department on her recent promotion to Assistant Editor for the Features Section of the magazine. Barbara joined InfoWorld eighteen months ago as an editorial assistant, and most recently was a researcher. Barbara holds an English degree from the University of California, and is a native of the San Francisco Bay Area. Best of luck with your new responsibilities.

New Employees

GEOFFREY O'CONNELL is a new face at Computerworld's Art Department. Geoffrey has been hired as the Art Department Assistant working with the groups designers. Geoffrey is a 1984 Graduate of Rochester Institute of Technology specializing in photography, color design and advertising photography. Geoffrey previously worked at Chroma Copy in Boston. His outside interest include parrots and a good game of frisbee. Welcome Aboard Geoffrey!

P. CHARLES LADOUCEUR has joined Computerworld as a Graphic Designer. Charles studied two years at the Art Institute in Boston, majoring in graphic design and photography. In addition he has spent two years as the Art Director at Proteus, Inc., a skin care manufacturer. For the past six years Charles has owned and operated an advertising design and photography studio serving clients in the New England area. Charle's outside interest include sound engineering and multi-track recording. Welcome aboard Charles!

IDG

Anniversaries

One-Year Anniversary

Valerie Britton, CWC/P
Scot Finnie, CWC/P
Helen Hampton, PCW
Veronica Hradecky, CWC/P
Margaret Morabito, CWC/P
Wendy Sanford, CWC/P
Alisson Walsh, CWC/P

Two-Year Anniversaries

Jeanne DeFlorio, IDC
Brenner Fuller, CWC/P
Wendy Haines, CWC/P
Janet Reilly, CWCI
Kenn Sutcliff, CWC/P
Kimberly Valloch, CWCI

Three-Year Anniversary

Jill Dondel, CWCI
Kim Labbe, CWC/P
Lizbeth Nilsson, IDC

Four-Year Anniversary

Hope Currier, CWC/P
Thomas Elliott, IDC

Eight-Year Anniversary

Sue Gross, CWC/P

Fitness Focus

> "It ain't no use putting up your umbrella till it rains"
>
> —Alice Hegan Rice (1870-1942)

In today's society, it is important to be able to differentiate between a "worry" and a "concern". A concern is something you can do something about; if you have a concern, do something about it, even if it's just a first step.

A worry is something you can't do anything about; if you can't do anything about a problem, ask yourself why you should allow it to make your life miserable.

The next time you find yourself worrying about someone you love, turn your worry into a concern. If your spouse or friend is late getting home, call the office or do something around the house that he or she will appreciate upon arriving. Ask yourself what's the worst thing that could happen and what you could do if this terrible thing occurred. Then make plans, "just in case." This will transform your airy worry into a concern.

Try to look at things from a lighter side. Laughter can often do more for you than tears.

Worrying allows us to think we are accomplishing something when we are actually standing still. It can help us feel important and compassionate, and can help us avoid doing something considered unpleasent.

The next time you find yourself worrying, make an image of the situation and guide it several steps further to a logical conclusion or future possibility. You will feel better.

Etcetera

Long-Range Planning Committees

The following is a list of the chairpersons, coordinators, and provocateurs for this year's Long Range Planning study groups. The names are also their electronic mailboxes on the IDG electronic mail system.

1. Economic & Socio-Political Environment
   LINK.L/Yerby -- Director Consumer Electronics Media, LINK
   CWCI.P/Bartolik -- Senior Editor, CW
2. Technological Evolution
   IDC.W/Zachmann -- V.P Corporate Research, IDC
   PCW.D/Farber -- Associate Editor, Macworld
   YVI.J/Kiefer -- V.P. Yates Ventures
3. Computers & Data Processing
   CWCI.J/Beeler -- Editor, CW
   IDC.K/McPherson -- Director MAST
4. Application Automation Markets
   IDC.A/Zais -- Program Manager, CIMS
   PCW.K/Reitman -- Editor, Macworld
5. Communications Markets
   IDC.K/Myhre -- Director CIR, OAMPS
   CWCI.B/Hoard -- Editor, On Communications
6. Electronics Markets
   CWCP.J/DeTray -- Publisher, HOT CoCo
   CWCI.J/Fawcette -- Assoc. Publisher, InfoWorld
7. Electronic Publishing & Info. Services Markets
   CWCI.D/Howitt -- Senior Writer, InfoWorld
   LINK.S/Sieck -- V.P. Electronic Services

If you would like to participate in a committee, contact the chairperson who would be happy to include you. If you need an electronic mail address and instructions on how to get started, contact Bill Sell at IDG, 5 Speen Street, Framingham, MA 01701 (617) 875-5000, x444.

IDG UPDATE

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IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
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Classified

SENIOR ANALYST: CAD/CAM/CAE MARKET

IDC's CIMS is currently seeking a senior analyst to follow the CAD/CAM/CAE market. The analyst will be responsible for preparing several extended research reports on topics including engineering workstations and micro-based CAD, as well as compiling a quantitative over view of the entire market. In addition, the analyst will respond to client inquiries, prepare occasional articles on important announcements, and interact with the press. The analyst should have 1-3 years experience in the CAD/CAM/CAE industry and be familiar with the major vendors, primary applications, and significant market trends. The analyst must have strong research skills, write well, be able to deal professionally with clients, and feel comfortable working closely with others in the CIMS program. Applicants should send resumes and a brief writing sample (2-3 pages) to: Peter Cohen, IDC, 5 Speen Street, Framingham, MA 01701. No phone calls please.

ANALYST: BUSINESS GRAPHICS MARKET

IDC's CIMS is currently seeking an analyst to follow the business graphics market. The analyst will be responsible for preparing several extended research reports on topics including mainframe and minicomputer-based terminals, as well as compiling a quantitative overview of the entire market. In addition, the analyst will respond to client inquiries, prepare occasional articles on important announcements, and interact with the press. The analyst must have strong research skills, write well, be able to deal professionally with clients, and feel comfortable working closely with others in the CIMS program. Background in the graphics industry is helpful, but not requried. Applicants should send resumes and a brief writing sample (2-3 pages) to: Peter Cohen, IDC, 5 Speen Street, Framingham, MA 01701. No phone calls please.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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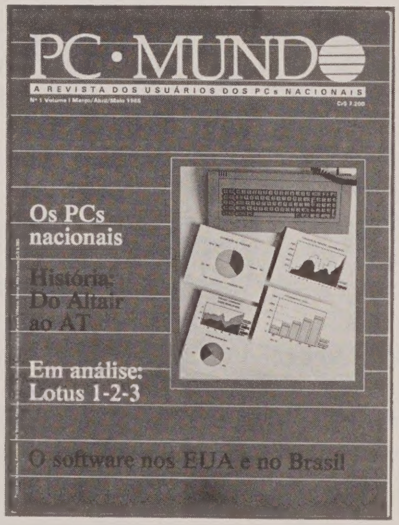
Volume 15, Number 19 May 13, 1985

PC Mundo Released In Brazil

Computerworld do Brasil launched the first issue of PC Mundo, its magazine dedicated to IBM PC compatible computers, at the fourth Micro Festival Micro Show in Brazil, organized and sponsored by CW/Brazil.

According to ERIC HIPPEAU, CW Brazil's Managing Director, "The new magazine will be published on alternate months commencing in May and will originally be distributed on a complimentary basis to DataNews and Micro Mundo subscribers. Brazil is probably the only Western country where IBM is prohibited from manufacturing and selling its line of PCs. By law, all small computers sold in the country must be built by wholly-owned Brazilian companies. This has led to scores of manufacturers specializing in building CP/M, TRS-80, Apple and look-alikes."

The first IBM PC-compatible equipment appeared in 1983, and there are now over 13 different Brazilian manufacturers who, to date, cannot keep up with the demand. Hippeau expects tremendous growth for the new magazine and believes the market will allow it to grow into a monthly publication next year.


PC·MUNDO
A REVISTA DOS USUÁRIOS DOS PCs NACIONAIS
Os PCs nacionais
História: Do Altair ao AT
Em análise: Lotus 1-2-3
O software nos EUA e no Brasil

Other key staff responsible for PC Mundo include Executive Editor YARA NINO, Technical Editor FERNANDO MOUTINHO, and Art Director DITER STEIN. All three divide their duties with Micro Mundo, CW Brazil's monthly magazine for personal computer users. JUSSARA RODRIGUES is the resident full-time Editor on this new project.

Spotlight

PC World Copy Editing

Bonnie Monte **Barbara Lewis** **Peggy Nauts** **Tema Goodwin**

An unrepentant ex-New Yorker, TEMA GOODWIN, is the Senior Copy Editor of PC World. It is her job to ensure the editorial quality and linguistic integrity of every page of the monthly. Tema joined PC World after ten years of editing law books, public interest and business publications. After graduating from Boston University with a degree in English literature, Tema went to the Bay Area in search of work.

PEGGY NAUTS, a Copy Editor in the department, prides herself on her ability to scrutinize manuscripts for grammatical, stylistic, and logical problems after they have been edited once and checked for technical accuracy. Peggy studied English literature at the University of California at Berkeley and graduated in 1980. She waitressed and cooked at a fondue restaurant and then worked with a housepainting and odd-job crew named Wonder Women Workers. In 1983, she began her career with PC World.

BARBARA LEWIS is another Copy Editor at PC World. She has also written instructions for San Francisco's fingerprint identification unit, given lessons on controlling traffic, and completed an unpublished series of sensitive short stories. Barbara received a B.S. from San Francisco State College with a major in English. In her spare time, she raises dogs; among her favorites are her 70 pound poodle and her 30 pound dachshund.

BONNIE MONTE is a Copy Editor at PC World. Her responsibilities include checking articles for grammar and style as well as ensuring that all jokes in the magazine are at least mildly amusing. A native New Yorker, Bonnie moved to San Francisco ten years ago. Bonnie and her husband Dan enjoy spending as much time as possible with their daughter, Hillary.

More News...

PCW's Market Research

CHERYL WOODARD, Vice President of PC World Communications, recently announced the creation of a new market research department to support other departments within the company by providing market information and service to advertisers in order to sell more advertising. This new department is currently working on a reader profile of MacWorld, and will update the one done in 1984 on PC World. They are also preparing a regular index of research currently available through IDC in order to assist their sales people with facts and figures to prepare for specific sales calls. In 1985 has planned to conduct 15 custom studies to persuade companies to advertise with PC World and MacWorld.

GARY ROCCHIO is the Research Manager for the department. Gary has been conducting research for the California Research Advisory Pannel since 1981, and was a Program Coordinator with the Panel from 1983 to 1985. He has a Masters degree in Social Psychology from San Francisco State University, and is a skilled researcher with tremendous enthusiasm for the personal computer field.

Working with Gary will be LAURA MCCOY, the Administrative Assistant. Laura is handling the growing library of published research. Prior to coming to PC World, Laura worked in the advertising and marketing field as a freelance art and publicity director. Laura attended the University of San Francisco with a concentration in Communications. Laura is a real personal computer enthusiast.

Good luck to the PCW Market Research staff on their new venture.

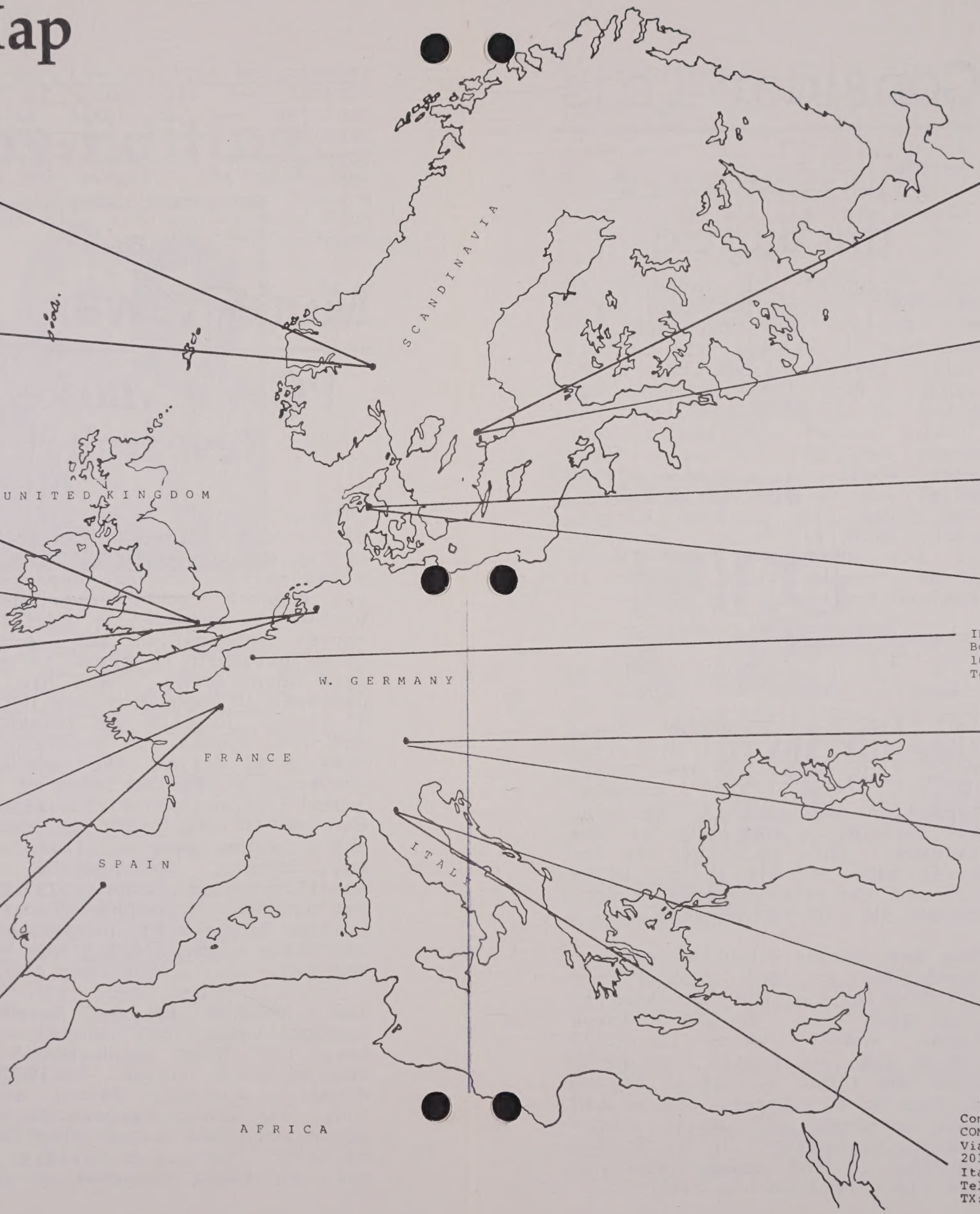
PC WORLD

People

JEFF BEELER, West Coast Bureau Chief for CWCI, has been invited to serve on the Advisory Board of the Information Systems Department at Golden Gate University in San Francisco. This Advisory Board consists of 20 members, including MIS executives for several top Bay Area corporations. As a board member, Jeff will be helping the information systems faculty to structure its curriculum and to determine the content of individual courses. Congratulations, Jeff!

International Data Group
European Map

IDG
INTERNATIONAL DATA GROUP



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New Employees

CWCI's Production Department is pleased to welcome JEFF BABINEAU to the team. Jeff is the newest paste-up artist for Computerworld, Micro Marketworld, Focus Publications, and performs other odd jobs within the company. Jeff attends Assabet Valley Regional Vocational School and will graduate in two months. In his time away from the job, Jeff enjoys competitive rollerskating and being a part-time artist specializing in designing logos and letterheads for local businesses. Welcome aboard, Jeff!

Anniversaries

One-Year Anniversaries

Beverly Crane, PCW
Tracey Easton, LR

Two-Year Anniversaries

Bruce Charonnat, PCW
Janet McCandless, PCW
Michelle Reyes, PCW

Three-Year Anniversary

Mary Dolaher, IDG

Seven-Year Anniversaries

Robert Wescott, CWCI
Karen Weston, IDC

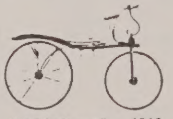
Eight-Year Anniversary

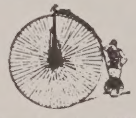
Aaron Goldberg, IDC

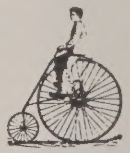
Consider This

The History of the Bicycle

The "bicycle" was invented in 1816 by a German forester, Baron von Drais. He conceived the contraption to aid him on his daily inspection of the woodlands. This first bicycle was known as a "Draisine", or the "Hobby Horse" and was a very crude vehicle. It had a fixed rear wheel, a pivoting front wheel and no driving mechanism. The rider had to push himself along with his feet. In spite of its crudeness, the "Hobby Horse" became very popular in England and America.


"Hobbyhorse" — 1816

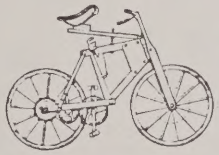

"Boneshaker" — 1865



In 1839, a Scotsman named Kirkpatrick MacMillan installed metal foot pedals on the "Hobby Horse." For his trouble, MacMillan was promptly arrested for causing a commotion in the streets. This addition was the first major change in the bicycle and the pedals became a permanant part of the bicycle.

The next major bicycle improvement came in 1865 when a contraption called the "Boneshaker" came into use. It had a large front wheel, which provided speed but so little stability that the rider was often thrown on his face. Later, the wheels were reversed, placing the large one in the rear. The only difference in the safety was now the rider fell on his back.

By 1886 experimentation with a bicycle with different size wheels was over. The English "Safety" bicycle came on the scene that year with practically all the basic features of the modern bicycle. The result of this bicycle was that now a safe bicycle was on the market that could be enjoyed by everyone. By 1900, the English Safety Bicycle had become very popular in both Europe and America.



Etcetera

IDG SEMINAR SERIES

MANAGEMENT EXCELLENCE

All employees are invited to attend a one-day intensive workshop on leadership techniques entitled Management Excellence on Friday, June 14, at the Natick Hilton from 9 am to 4:30 pm. The program will cover:

Basic Management
*Decision-making
*Achieving Goals

Leadership
*Qualities of a Successful Leader
*Personality & Performance

Communication
*Emphasizing clarity in messages
*Getting feedback

Productivity/Motivating
*Incentives that product output
*Promoting Morale

MAKING TIME WORK FOR YOU

On May 29th and on June 5th employees are also invited to attend a two-part Time Management pilot workshop entitled Making Time Work For You. Participate and learn how to effectively plan, organize, and control the time you have.

The attendance will be limited to 15 people. While it is helpful to attend both two half-day sessions, that is not a requirement.

The guest leader will be Susan Freeman. Ms. Freeman has had 20 years of experience in business and is a dynamic speaker.

Please contact Linda Bowes at IDG 875-5000 x406 to register for either of the above seminars.

Classified

TELEMARKETING REPRESENTATIVE

International Data Corporation is seeking a highly motivated individual to fill the position of Telemarketing Representative. This permanent, part-time position, 20 hours a week, requires maturity, aggressiveness, and dedication. Responsibilities include developing new accounts through telephone follow-up of direct mail marketing campaigns which promote and sell individual IDC Research Reports. Previous telemarketing sales experience or knowledge of the computer industry a plus. Please forward resumes to Jim Reynolds at IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x372.

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CWCI is looking for an energetic individual to handle a very busy ROLM PBX servicing 250 employees. Other duties include greeting visitors. This position is permanent, full-time, five days a week, 9:00 to 5:30. To qualify, you must have excellent diction and a pleasant telephone manner. Previous console experience is a plus. To apply please call Olga Greenwood at CWCI 879-0700 x516.

SENIOR ANALYST: CAD/CAM/CAE MARKET

IDC's CIMS is currently seeking a senior analyst to follow the CAD/CAM/CAE market. The analyst will be responsible for preparing several extended research reports on topics including engineering workstations and micro-based CAD, as well as compiling a quantitative over view of the entire market. In addition, the analyst will respond to client inquiries, prepare occasional articles on important announcements, and interact with the press. The analyst should have 1-3 years experience in the CAD/CAM/CAE industry and be familiar with the major vendors, primary applications, and significant market trends. The analyst must have strong research skills, write well, be able to deal professionally with clients, and feel comfortable working closely with others in the CIMS program. Applicants should send resumes and a brief writing sample (2-3 pages) to: Peter Cohen, IDC, 5 Speen Street, Framingham, MA 01701. No phone calls please.

RIDE NEEDED

Ride needed for one person from the Lincoln Street area of Worcester, 5 days a week, for a round trip. Will share gas and toll expenses. Call Anne at CWCI, (617) 879-0700 x328.

COTTAGE RENTAL

Two bedroom cottage for rent in Dennisport, MA with screened porch. Walk to beach. Available weeks of August 10-17 and August 17-24. Call Valerie evenings at (617) 877-3272.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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WANTED: HOUSE TO RENT

Couple looking for a small house to rent in Natick or surrounding area. Will also consider a nice apartment. Excellent references available. Please contact Andrea Seiff at IDG, (617) 875-5000, x437. If no answer, please leave a message, or call evenings at (617) 653-3693.

TOWNHOUSE FOR SALE

Gorgeous townhouse condominium in Millis, MA. 2 large bedrooms, 1 1/2 bath, wall to wall carpet, full walk-out basement. Excellent condition, 2 deep parking spaces, swimming pool, gas heat, low condo fee and taxes, central air and so much more. $96,900 by principal. For more information call Mary at (617) 879-0700 x 412 or after 6 p.m. (617) 376-4052 ask for Debbie.

CLASSIFIED COUPON

If you would like to submit a classified ad for the IDG Update, please feel free to fill out this coupon and send it to the IDG Update staff.

Name:

Company:

Telephone #:

Item:

Description:

Price:

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 20 May 20, 1985

80 Micro Staff Creates FYI 80

It used to be that the staff of 80 Micro ran across news items of interest to those having products or services in the TRS-80 market, and up until now that material would simply be filed away. Recently, however, changes in the TRS-80 market, many with dramatic potential to alter the way CW Communications/Peterborough does business, called for the creation of a vehicle for sharing information with everyone involved with TRS-80 related products. "FYI 80" is mailed monthly to CWC/P's advertisers and leads list. It attempts to get the reader involved, and invites guest columnists from the industry to share their knowledge each month via this newsletter.

VOL. 1 NO. 2 MAY 1985

FYI80

News and Activity in the TRS-80 Marketplace Published by 80 Micro.

From the Publisher

IN THIS ISSUE. . .

POSITIVELY MY LAST PLEA. . .

Don't Forget to Catch Dennis Brent pg. 3 & 4 ■

NEW COLUMN This Month "From the Drawing Board" pg. 2 ■

Continued on Page 3

CW Publikationen At Hanover Fair '85

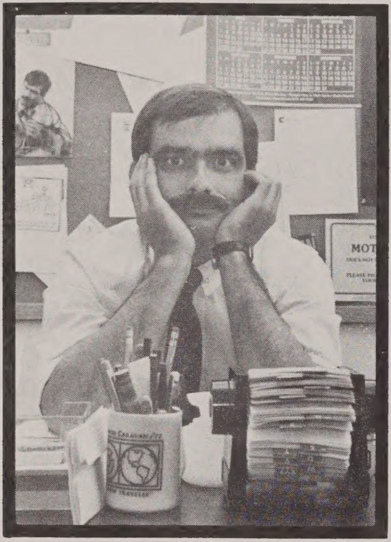
For the second time in a row, CW Publikationen in West Germany successfully put out four issues of their "CeBIT Aktuell," a joint publication of Computerwoche, Micro Computerwelt, PC Welt, Apple's, Run, and Computer Business at the Hanover Fair. The Hanover Fair, the world's largest computer fair, was held from Wednesday, April 17th to Wednesday, April 24th, and CeBIT Aktuell appeared on Thursday, Friday, Monday, and Tuesday of the event. It was distributed free of charge to the fair's attendees. A total of 35 writers and editors attended the show over a ten-day period, contributing to the publication and catching up on the latest industry news and products.

Coordination of the editorial efforts was in the able hands of

Continued on Page 4

Spotlight

CWCI Production



Peter Holm

PETER HOLM is the Production Director for Computerworld. In this capacity he is responsible for several tasks vital to the timely production not only of Computerworld, but also of CWCI's other domestic publications. He establishes and maintains production schedules for all of CWCI's domestic publications; he determines all production budgets; he manages all aspects of the art, typesetting, paste-up, printing, and paper selection; he is the liaison with the printer (including price negotiations); and he oversees the production of Computerworld NCC Daily -- four supplemental issues covering the annual National Computer Conference. Peter has had extensive preparation for this position.

He joined Computerworld as Assistant Production Manager and, after exemplary work, was promoted to Production Manager. Prior to joining the Computerworld staff, he worked on the editorial side of high-tech publishing -- most recently as Associate Editor at DataComm User, but also as Managing Editor at both Contractors and Engineers and Engineering Construction World.

A native of Hingham, Massachusetts, Peter received his Bachelors Degree in English Literature from Gettysburg College. He currently resides in Boston. In his spare time he enjoys playing tennis, jogging, cross-country skiing, aerobics, the theater, movies, and traveling.

Production Assistant for Computerworld is STEPHEN DELACY. He joined CW in March of 1984. Stephen is responsible for checking new ad materials, working with layouts, and verifying that all ads are run correctly for On Communications and Focus issues. In addition to this, Stephen is responsible for putting together a business reply card mailing deck. In his spare time Stephen enjoys downhill skiing, tennis, and outdoor sports.

MARLENE STIBAL has been with CWCI for five years. During her first two years of employment Marlene was the Editorial Assistant for Computer Business News, now titled Micro MarketWorld. For the past three years Marlene has been working as the Production Manager, dealing with day-to-day production schedules and

Stephen DeLacy **Marlene Stibal** **Marina Bonacci** **Beverly Wolff**

acting as liaison between the Editorial and Advertising Departments. Before joing CWCI Marlene worked for Morgan-Grampian Publishing in the Production Department.

MARINA BONACCI has been with CWCI since January, 1978. During her first years of employment she was Classified Coordinator, and then Art Assistant, where she got all models, props, and locations for photo shots. She is now Production Assistant, and handles all administrative tasks for the department. Marlene resides in Natick Massachusetts, and enjoys the sunshine, snow skiing, the Celtics, and softball.

BEVERLY WOLFF first joined CWCI in 1981 as a contract worker in Production's Typesetting Department. In January, 1983 she joined the company as a full-time employee. After her stay in typsetting, Beverly decided to try her hand as a Production Assistant. Her duties include preparing layout for Micro Marketworld, processing insertion orders, checking film to meet specifications, and acting as backup for other publications. With work and raising a family not being enough to fill her busy day, Beverly has decided to go back to school, and she is presently attending Framingham State College Division of Continuing Education. She spends whatever spare time she has with her husband, Bob, their three children, and Sunshine, the cat.

More News...

80 Micro Staff Creates FYI 80

From Page 1

80 Micro Publisher PETER HUTCHINSON provides his monthly column "From the Publisher," and two other regular features include "From the Drawing Board," and "Tandy Topics." ERIC MALONEY is the Editor for "FYI 80," and JANE BUTTERFIELD serves as Marketing/Promotion Director.

CW Publikationen At Hanover Fair '85

From Page 1

Computerwoche's Managing Editor, ROLAND SCHUBERT, who oversaw the daily input of articles directly into typesetting equipment hooked up via phone lines with the Production Department in Munich. It was a first for CW/Munich, and the entire production process ran very smoothly, much to everyone's delight.

CW Publikationen also sponsored a cultural event during the fair -- an exhibit of computer graphics -- up in their rooftop apartment. Guests of CW Publikationen enjoyed wine and appetizers during the evening showing. In addition to the CeBIT Aktuell feat, Computerwoche celebrated its largest issue ever during the Hanover Fair. On April 19th, the regular Computerwoche issue appeared -- with a record 184 pages! Congratulations to all who contributed to CW Publikationen's successes!

People

McAllister Fellow Award Winner . . . Patrick McGovern

Join us in congratulating our one and only . . . Chairman PATRICK MCGOVERN . . . for winning the 1985 McAllister Fellow Award. This award was presented to Pat on Monday, April 29th in Phoenix, Arizona. The McAllister Fellow Award, offered by the Specialized Business Press, is an award given annually to a member of top management at an American Business Press member company. This fellowship was established by the Board of Geyer-McAllister Publications to honor Donald McAllister on the occasion of his 60th anniversary with the company. Once selected, the fellow acts as a resource person/teacher for the equivalent of one week on the Medill Magazine project affiliated with Northwestern University in Evanston, Illinois.

Congratulations to TOM HENKEL, Senior Editor of Computerworld, who gave a speech on May 7 before the Pittsburgh Chapter of the Association for Systems Management. Tom's topic was on the problems facing the data processing executive. Great job, Tom!

Congratulations to the MAST team on their fine efforts to publish the 1984 Year-End Census in February, 1985. This was the result of the sterling work over the past year to develop the techniques that ensured that the collection and required estimation of market data could be concluded in a timely manner.

Promotions

Computerworld Australia is pleased to announce the promotion of SUSAN COLEMAN, who was recently promoted from Executive Manager to Publisher of Computerworld Australia. Susan, who has been with CW Australia since its inception in 1978, now becomes responsible for achievement of the publication's financial goals. Her other responsibilities in-

IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

May, 1985

TOPIC: BASIC SUPERVISION

DATE: June 25th, Holiday Inn Park Center Plaza, San Jose, CA.

COST: $165 per person. Discounts available for company "teams."

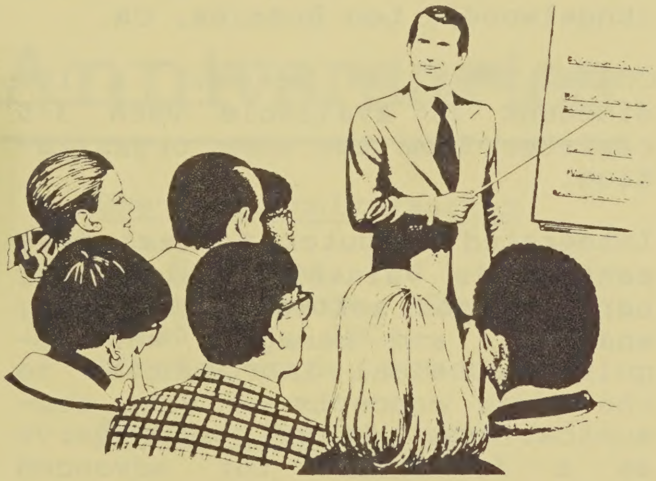
Fred Pryor Seminars presents this seminar to teach you how to do a better job of work planning, how to improve the performance of employees, how to relate to former peers, how to maintain a positive motivational climate, how to relate to supervisors, and more. For experienced managers, "Basic Supervision" will provide you with the latest in supervisory techniques, which will prepare you to face new challenges.

TOPIC: TIME MASTERY

DATES: June 5-6, Marriott Hotel, Los Angeles, CA.

COST: $395 per person. $360 per person when 3 or more enroll. Fee includes workshop books and the SSA Time Organizer.

Steffen, Steffen & Associates is offering a seminar to help participants get the most out of each moment in both business and personal goals, priorities and tasks. You will learn how to accomplish 10% to 40% more, how to increase satisfaction, and how to overcome stress. The first day of the seminar concentrates on how to enrich your business and personal life. You will learn the ten steps of Time Mastery. The second day of the seminar discusses how to stop moment wasters. SSA ensures that you will see immediate and lasting results in the fulfillment of your business and personal life.



TOPIC: EFFECTIVE NEGOTIATING

DATES: June 3-4, Hyatt Regency, San Francisco, CA.

COST: $550 per person. $495 per person for two. Fee includes $25 registration charge, 11-hour audio cassette series, 2 hardbound books, workbook, and luncheon.

Negotiating skills are key to your success in business and life. The Institute for Negotiation Research is pleased to sponsor this seminar to strengthen your psychological insights and approaches to reach better agreements. This two-day seminar includes: Sticking to Your Game Plan, You Have More Power Than You Think, Better Agreements Right Now, You Can't Hit a Target You Never Set, Some Tips From the Competition, Countermeasures, Guarding Against Tricks, Gaining Successful Agreements and Keeping Them.

TOPIC: INTRODUCTION TO DATACOMM & NETWORKS

DATE: July 16-19, Day's Inn (Engelwood), Los Angeles, CA.

COST: $965 per person. A 10% discount is available when 3-5 register from the same organization.

Integrated Computer Systems presents this valuable seminar for hardware and software engineers, analysts, and managers who require technical introduction to the basic concepts of data communications. It will also serve as a foundation for advanced courses in data communications and computer network topics. You will learn the fundamental data communication and network concepts, how data communications hardware and software components work, how to use the key protocols and standards, how local area baseband and broadband networks function, and how to link personal computers with minis and mainframes.

TOPIC: SECRETARIAL SURVIVAL

DATES: June 17th, The Hilton (airport), San Francisco, CA. June 19th, The Hyatt (airport), Los Angeles, CA.

COST: $97 per person.

Dun & Bradstreet presents this one-day course to help you deal with difficult people, handle confrontations, gain cooperation from others, build self-confidence, negotiate solutions, and defuse "hot" situations.

TOPIC: BASIC BUSINESS WRITING CLINIC

DATE: June 24th, The Hyatt (airport), Los Angeles, CA.

COST: $95 per person.

D&B also offers a course to help you overcome "writer's block"; apply principles of clear writing; smooth out your style, word usage, proofreading and editing techniques.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: __________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

clude increasing the market share; increasing overall publication standards, attractiveness, and reader acceptability; increasing editorial authority and profile; and market and reader research. She will continue to be based in Melbourne.

SUSAN TAYLOR was also recently promoted at Computerworld Australia. Susan began her working career as a teacher, and then joined CW/Australia as Advertising Coordinator in 1979. After two years she left for an overseas opportunity in the travel industry, and then returned to CW in 1982 as New South Wales Sales Executive. Susan now moves up to National Sales Manager. Congratulations!

New Employees

Computerworld Australia is pleased to welcome MARY ROOT to the newly created position of Manager-Marketing Services. Mary has extensive experience in PR/promotions, and her main activities will be directed at supporting managers in ad sales, circulation, and expo. Australian educated, Mary has traveled widely in Europe, the United States, and Canada, and extended her education in London at the Communications, Advertising, Marketing Foundation. She holds also a Certificate in Advanced Advertising from the International Advertising Association in London. Welcome to the team, Mary!

LUIS HUESCH is also a new member of Computerworld Australia. Luis, who was working part-time with Computerworld as a Copy Editor and Contributor, serves as Editor/Special Reports. He was closely involved in the company's On Communications project earlier this year, and was also an Associate Editor for the latest publication, On Unix, which is due to be published shortly. Luis has worked for news agencies in Europe. He is multi-lingual, loves computers and communications gadgets, and is building a home in the country for his wife and four children.

CWCI's Mailroom Staff is pleased to welcome TED GROSSO. Ted comes to CW from Nashawtuc Country Club, where he worked as a golf course attendant. Ted is presently attending Northeastern University, majoring in Business. Ted lives in Wayland, and in his free time he enjoys golf and travel. Welcome aboard, Ted!

Anniversaries

One-Year Anniversaries

Ann Canright, PCW
Georgia George, PCW
Sarah Lynn, IDC
Douglas Norde, PCW

Two-Year Anniversary

Maureen McManus, IDC

Four-Year Anniversary

Elizabeth Morse, CWCI

Five-Year Anniversary

Harriet Brody, IDC

Seven-Year Anniversary

Bill Sell, IDG

Etcetera

What's Happening At IDC

INFORMATION SYSTEMS: Issues '85

Issues '85 is a new broad-based user service which is focused at the smaller MIS operations typically found in the Fortune 500-1000 companies, or at remote data processing departments of the Fortune 500 companies.

Like its big brothers, ISPS (LSTS & ISAS), SMOS, and CTS, Issues '85 will provide MIS planners with an understanding of changing technologies and the impact they will have on their organizations.

Issues '85 consists of a series of selected reports from other IDC services in addition to providing unlimited telephone inquiry on the report topics only. The usual newsletter and conference elements are included.

LPS -- Part II:

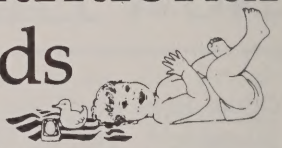
The Leasing Planning Service -- Communications Module has attracted the attention of the entire leasing industry which sees communications products as a natural development area for the industry. By the end of March it had amassed ten clients -- not bad for a service which, despite some early promotion, was only officially launched on January 1, 1985.

MICROFOCUS '85 -- VARs:

The new Microfocus VARs (value added retailer's) program has clearly proven to be the right service at the right time. The program that was launched at the Fall Comdex Show has attracted fourteen clients in the first quarter, showing that the analysis of the market potential of this distribution channel is a key focus for many micro vendors now that the retail channels have limited their efforts to IBM, Apple, and a few others.

Fitness Focus

Baby's Nutritional Needs



Do you think chubby babies are cute and look healthy? If you do, you are one of a great number of people who still believe in the nutritional needs of earlier days. Much research done over the past few years indicates that the fat babies of today are the obese adults of tomorrow.

Eating habits are established in early childhood and prove very difficult to change in later life. There is also reason to believe that adult body weight is influenced by the number and size of fat cells in the body. The number of fat cells in the body is determined in early childhood and remains constant throughout life. Only the size of the fat cells may be changed.

Recent research indicates the nutritional needs of infants can be met by human milk or commercial formula during the first six months of life. It is, therefore, not necessary to introduce solid food to the infant during this time.

In fact, many physicians and dietitians now believe there are disadvantages in introducing the very young to solid food, such as: encouraging overfeeding, and exposing the gastrointestinal tract to food antigens.

If solid food is not given until after six months, the infant is able to sit with support, has head and neck control, and is able to turn away when full. Also, by this time the baby is better able to swallow non-liquid food.

The introduction of solid food too early may create other problems for the newborn. Solid food greatly increases the sodium intake of the infant. At this early age, the human body requires only about 4 meg./daily with an acceptable range of 6-12 meg. High sodium levels and edema may result if inadequate fluid is given.

In the best interests of the baby and in light of the knowledge of human nutrition available today, most physicians and dietitians agree it is best to feed the infant human milk or a good commercial formula for the first six months. Good health begins with good nutrition.

Classified

FILM ASSEMBLY/CAMERA TECHNICIANS

Wayne Green Enterprises is looking for experienced 4-color and camera technicians for its prepress department. Contact Kathy Garrett at WGE, (603) 924-9261.

PUBLIC RELATIONS DIRECTOR

Wayne Green Enterprises is searching for a versatile writer to carry PR function in an entrepreneurial environment. Must be able to work with a variety of mediums and have keen journalist intuition. Proven success in creative ability to develop a public image is necessary. Contact Kathy Garrett at WGE, (603) 924-9261.

ADVERTISING SALES REPRESENTATIVE

WGE seeks a self-starter with good phone skills and prior related sales experience for advertising space sales. Salary plus commission. Contact Kathy Garrett at WGE, (603) 924-9261.

COMPUTER RETAIL SALES

WGE is offering a position in Acton, Massachusetts for a hard working, flexible individual with retail sales experience. Familiarity with microcomputers and software a plus. Contact Kathy Garrett at WGE, (603) 924-9261.

DIRECT MAIL/SUBSCRIPTION SERVICES

Bright, creative, high-energy person is needed at WGE to assume responsibility for direct mail campaign and subscription services in its Circulation Department. You will set up campaign designs, coordinate printing and mailing, handle list rentals, and track results. Telephone customer support; also 3-4 years generalist experience preferred. Contact Kathy Garrett at WGE, (603) 924-9261.

SHIPPER/RECEIVER

CWCI is looking for an energetic individual to handle the shipping/receiving area. Your responsibilities will include logging in all publications, courier deliveries and pickups, UPS, local courier service, and all incoming and outgoing freight. You will also be responsibile for the inventory of office supplies, a weekly courier report, and various duties assigned by the Mailcenter Supervisor. Willingness to work as a team member, organizational skills, and good communication skills are a must. It would be helpful if this person had prior shipping/receiving experience; however, the right person will be trained. To apply, please call Jim Pernock at CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x373.

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Two bedroom cottage for rent in Dennisport, MA with screened porch. Walk to beach. Available weeks of August 10-17 and August 17-24. Call Valerie evenings at (617) 877-3272.

RIDE NEEDED

Ride needed for one person from the Lincoln Street area of Worcester, 5 days a week, for a round trip. Will share gas and toll expenses. Call Anne at CWCI, (617) 879-0700 x328.

MOTORCYCLE FOR SALE

1975 Yamaha 650B. 9,700 miles, 4 stroke, new tires, black and gold tank. $650. Contact Vickie Bagley at IDG, (617) 875-5000, x460.

IDG UPDATE

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Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
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IDG UPDATE

Contributing Reporters

Ruben Argento✓	*CWCI/Argentina*
Per Berrefjord✓	*CWCI/Norway*
Lorraine Brien✓	*CWCI/Framingham*
Jean Broderick	*CWCI/Chicago*
Noreen Browning✓	*PC World*
Jill Chanin	*IDC/Santa Clara*
Jenny Charlesworth✓	*CWCI/Framingham*
Antonia Chavez✓	*CWCI/Mexico*
Michele Christian✓	*CWCI/Peterborough*
Marji Clark	*IDC/Washington*
Beatrice Couperie✓	*CWCI/France*
Jill Dondel	*CWCI/California*
Preben Engell✓	*CWCI/Denmark*
Dorothy Ferriter✓	*IDC/Framingham*
Jose H. Flores✓	*IDC/Mexico*
Bill Franzosa✓	*Yates Ventures, Inc.*
Robert Frost	*IDC/Dallas*
Elizabeth George✓	*IDC/France*
Lois Green✓	*IDC/Framingham*
Sally Hamilton✓	*CWCI/U.K.*
Eric Hargesheimer	*IDC/Germany*
Mike Harrison✓	*CWCI/Australia*
Eric Hippeau✓	*CWCI/Brazil*
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Saiman Hui✓	*IDC/Hong Kong*
Fern Lipshitz✓	*LINK Resources*
Bert Lubbers✓	*CWCI/Netherlands*
Keiichi Maesato	*IDC/Japan*
Ian McLean	*CWCI/Hong Kong*
Jeff Melnick	*CWCI/Atlanta*
Shuji Mizuguchi	*CWCI/Japan*
Anne Morrissey	*CWCI/Framingham*
David Naidu✓	*CWCI/Singapore*
Stella North✓	*CWCI/U.K.*
Vincent O'Kelly	*IDC/Ireland*
Gail Paterno	*CWCI/New Jersey*
Donna Pomponi✓	*CWCI/Peterborough*
Valerie Roost	*IDC/Chicago*
David Rouse	*IDC/Scandinavia*
Len Rust✓	*IDC/Australia*
Joan Sanderson✓	*IDC/Framingham*
Yvonne Schlubach✓	*CWCI/Spain*
Richard Small	*CWCI/Mexico*
Karl Soderberg✓	*IDC/Sweden*
Janet Sparre✓	*IDC/Framingham*
Marlene Stibal✓	*CWCI/Framingham*
Ernst Torp✓	*IDC/Norway*
Steve Tripp	*Wayne Green Enterprises*
Eckhard Utpadel	*CWCI/Germany*
Hubert van Onna	*IDC/Netherlands*
Jay Wagman	*IDC/Santa Monica*
Debbie Waters-Colacchio✓	*CWCI/Framingham*
Karen Weston✓	*IDC/Framingham*
Kris Wicka	*IDC/Europa*

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IDG UPDATE

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Volume 15, Number 21 May 27, 1985

PC Mikrodata Launched

PC World Norge & Mikrodata Merge

Computerworld Norway launched the first issue of PC Mikrodata on May 15, and the magazine will be published monthly. The magazine is a merge of the two former magazines published by CW Norway: their PC magazine, PC World Norge, which was first published in October of last year, and their home computing magazine, Mikrodata, which has existed since 1983.

PC Mikrodata aims to interest both the professional PC user and the advanced home computerists, who are becoming more and more professional in their attitude towards computing, and who will become the next generation of PC users. The magazine will continue to fulfill its obligations to the readers of the former Mikrodata magazine by bringing hot news and practical hints that are useful to everyone who is serious about computing. The magazine will also take special care to present information in such a manner that people not previously involved in computing will find useful.

DATA FOR ALLE
PC mikrodata
PRIS 26,50 NKR 28,50 DKR NR 4 MAI/JUNI 1985
SONY HIT BIT en hit?
PRIVATE PENGER PÅ PC'EN
KOMMUNIKASJON
OLIVETTI-FAMILIEN

Editor-in-Chief of PC Mikrodata is TORALV OSTVANG, who was the Editor of the former Mikrodata magazine; EIRIK GULBRANDSEN, who also worked for Mikrodata, is Technical Editor; Editor-in-Chief of Computerworld Norge, KNUT IVAR SKEID, is Contributing Editor; and PER BERREFJORD, former Editor of PC World Norge, will continue to write stories for PC Mikrodata on a free-lance basis.

Continued on Page 4

InfoWorld Production & Circulation

Left to right: Karin Powell, Yon Kim, Kamille Massey, Rachel Wasser, Suzi Poore, Suzanne Hayes-Kane, Ellen Markoff.

ELLEN MARKOFF is an InfoWorld "oldie but goodie." Having been with the company for almost four years, she has begun to think that InfoWorld is her home away from home. She was recently promoted to Typesetting Supervisor, and now runs the Typesetting Department almost daily. She lives in Mountain View, California in a "cute little duplex." A few of her interests are food, music, dance, movies, reading, graphic design classes, and clothes. Whenever she gets the time, Ellen takes a trip to the city of San Francisco where she finds you don't have to have money to be entertained. She grew up in the Bay Area, and after living many different places she has decided that there's no place like home.

RACHEL WASSER has served as Paste-Up Supervisor for InfoWorld for the last three years. Born in Iowa and raised in Saratoga Springs, New York, Rachel now resides in California. She does occasional free-lance design and production work. In her spare time she enjoys photography, movies, and making earrings. She is also coproprietor of the Fish and Sneaker Pub.

Special Projects Coordinator is SUZI POORE, who is approaching her second year at InfoWorld. She previously spent three years as a free-lance design/ implementation artist in Chicago, and also did cruise ship signage in Los Angeles. Suzi has taken courses at the University of Illinois School of Art & Architecture, and finds pleasure in backpacking, scuba diving, and California.

SUZANNE KANE, formerly employed by Microwave Systems News magazine, joined the production staff of InfoWorld in February. She is a graduate of San Diego State University with a B.A. Degree in Printmaking. She began her graphics career in Chicago. In her spare moments she enjoys the creative challenge of operating the Fish and Sneaker Pub.

Production Artist is YON KIM. Among her responsibilities, Yon does paste-up and some darkroom camera use for the publication. She formerly worked for the Hillestad Corporation as a graphic artist doing typesetting, design labels, paste-up, and camera work. Yon is a graduate of San Jose State University with a B.S. in Graphic Design. A native of Korea, she came to the United States in 1976. She loves to travel, has been to Tahiti and Europe, and soon will leave for Korea and Japan on her vacation.

KARIN POWELL is the Advertising Production Supervisor for InfoWorld. Before her one-and-a-half years with InfoWorld, Karin was employed by Apple Computer for two years. She is attending De Anza Junior College in the evenings, and is working toward a Certificate in Graphics Design and a B.A. in Advertising or Public Relations. In her free time she is a designer/seamstress, specializing in "special occasion" dresses for weddings, proms, etc., and she joined a gym recently and began downhill skiing this past winter to ease into an active life.

Left to right: Michael McShane, Delia Charmell Daniels, Steve Rees.

STEVE REES, Circulation Director for InfoWorld, is responsible for marketing all sources of circulation for InfoWorld. He came to InfoWorld in 1984 with a wide variety of circulation experience from Mother Jones. His hobbies include gardening, photography, art, and eating.

InfoWorld's Retail Sales Manager, MICHAEL SEAN MCSHANE, is responsible for single-copy sales, marketing promotion, and order regulation for dealers. Michael brings to InfoWorld seven years of newsstand experience. He attended North Country Community College in Saranac Lake, New York, where he attained his B.A. degree in Business Administration. Born in the Bronx, New York, Michael drove cross-country to settle in the San Francisco Bay Area. He now resides in Hayward, California. Michael's favorite pastimes are cooking Italian food, reading great novels, and Bon Appetit magazine. He also enjoys golf and tennis. When not busy with any of his hobbies, he watches the world champion San Francisco Forty-Niners, and the New York Yankees.

As a five-year veteran of InfoWorld, DELIA DANIELS has held many positions. Originally hired as an Advertising Assistant, she has climbed the corporate ladder to achieve her current status as Circulation Analyst. Her responsibilities include circulation research and handling all agency business. Currently a student at San Jose State University, she is working toward her B.A. in Business Administration. She enjoys eating sushi and watching "Miami Vice" on TV.

More News...

PC Mikrodata

From Page 1

METTE BIERING is the Advertising Manager, and she is being aided by GRETE MELLA and PER OMSVEEN, both Advertising Salespeople. YVONNE DENGIN is responsible for the design of the new magazine. Managing director of CW Norway is Morten Hansen.

CW/P Introduces hotCider

CWCI Peterborough recently published hotCider, a collection of the best programs ever submitted to inCider, their monthly magazine for users of the Apple II family of microcomputer systems. The programs, which will be available on disk, will include applications for business, home management, education, graphics, and games.

The first volume of hotCider, made available this month, will consist of nine selected programs that have never been published. An easy-to-read documentation booklet will accompany the software.

DAVID SCHISSLER, Publisher of inCider, spoke confidently of the viability of the new product: "We are sure that hotCider will be well received by the Apple II market. We feel that with the continued growth of inCider's circulation and the popularity of the Apple II system, hotCider will be as successful as similar products produced by our sister publications."

A second volume of hotCider will be available in October, 1985.

People

Congratulations to IDC's BILL FONTANA, who recently swam 100 laps in the Swim for the Heart Fund, sponsored by the American Heart Association, on Saturday, May 11th. It took Bill one hour and fifteen minutes to swim and raise over $1,000 for the American Heart Association. Bill wishes to thank everyone who sponsored him in this event.

On May 9th, LIZ KEHN, of CW/Peterborough's Circulation Department, and her husband, Frank, became the proud parents of a nine-pound, five-ounce baby boy, named August Alexander. Please join us in congratulating Liz, Frank, and August Alexander.

ALAN POWER, of CWCI Australia, and his wife, April, are the proud parents of an eight-pound baby boy born on May 15th. Alan, April, and the baby are all doing fine. Join us in congratulating the Power family on their new addition.

Promotions

CWCI is pleased to announce the promotion of JEFF CORDEIRO to Corporate Director/MIS. Jeff will head up the newly-formed MIS Department, which now includes Atex, personal computers, electronic mail facilities, and all future electronic communication needs. Jeff has an educational background in business administration/finance and computer science/management information systems. Jeff has worked as a Software Specialist and Senior Systems Analyst for CWCI, where he developed, implemented, and supported both accounting and information systems. Congratulations, Jeff; we wish you much success!

New Employees

CWCI's Micro Marketworld is pleased to welcome LEWIS LORINI, their new Associate Editor, to the team. In his new position Lewis will be focusing on value added retailers (VARs) and retail chains, covering Hewlett-Packard, Wang, DEC, and Data General. Prior to coming to CWCI, Lewis worked as a Reporter for the Sun Chronicle of Attleboro, Massachusetts. Lewis received an M.S. in Journalism from Boston University. In his time away from the office he enjoys racquet sports and reading. Welcome aboard, Lewis!

RICHARD MIKITA recently joined IDC in the ISPS Department. He is a Senior Consultant, and his responsibilities will include writing research reports and consulting in the area of large systems. Richard formerly worked at Indiana University in the Administrative Computing Department, where he held the position of Manager of the Information Center. He comes to IDC with an Masters Degree from Indiana University, and a B.A. from Rutgers University. His interests include editing a quarterly architectural journal, running, rock climbing, and reading. Welcome aboard, Richard!

Anniversaries

One-Year Anniversaries

Christopher Borden, PCI
Jay Bradford, WGE
Jacqueline Casalegno, CWCI
Peter Farnum, WGE
Walter Friesendorf, WGE
Cary Gesten, WGE
Andrew Robbins, IDC
Judy Wright, WGE

Two-Year Anniversaries

Duane Manseau, WGE
Timothy McNeill, IDG
Beverly Poore, PCI

Three-Year Anniversaries

Arthur Kossack, CWCI
James Pernock, CWCI

Four-Year Anniversary

Colleen Westcott, CWCI

Six-Year Anniversary

Thomas Henkel, CWCI

Seven-Year Anniversary

Linda Lombardi, IDC

Eleven-Year Anniversary

Ann Clark, IDC

Twelve-Year Anniversary

Jack Edmonston, CWCI

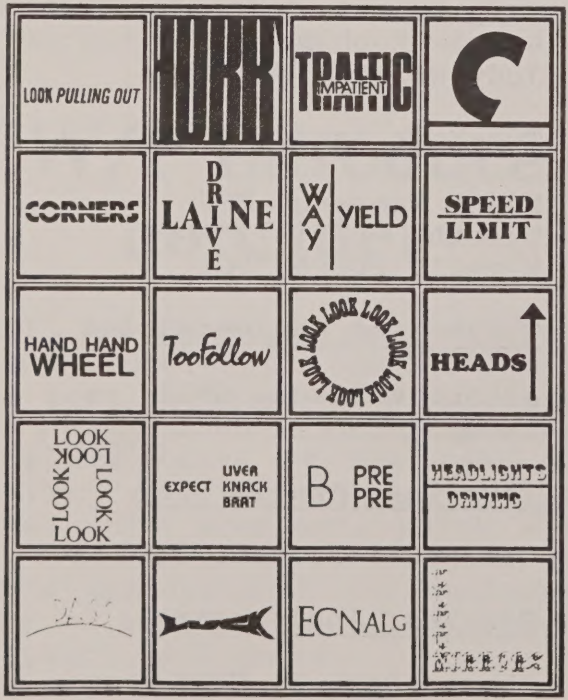
Sixteen-Year Anniversary

Don Fagan, CWCI

Consider This

Brain Teasers

Each square contains some words of advice for safe drivers - some things they should do and some things they should not do. Can you figure out the messages from the puzzling positions of the words and letters? To help you get started, the answer to the first square is, "Look before pulling out."



Answers - Reading from top to bottom, left to right: Look before pulling out; Too big a hurry; Impatient in traffic; Tipsy; Cutting corners; Drive in the middle of lane; Yield right of way; Speed over limit; Two hands on wheel; Following too closely; Look around; Heads up; Look all ways; Expect the worst; Be prepared; Overdriving headlights; Pass on a curve; Stretching luck; Glance backwards; Use mirrors.

Classified

ADMINISTRATIVE ASSISTANT

CW/Intersoft, a new business unit, is seeking an Administrative Assistant to assist the President/CEO. The successful candidate must be able to function autonomously and take intelligent initiatives. Special traits required for the position will include inquisitiveness, resourcefulness, grace under pressure, a smooth telephone presence, and a sense of humor. Excellent general communications aptitude, high level secretarial skills, and the willingness to make peace with state-of-the-art office productivity tools are assumed. A large number of projects will be simultaneously starting, finishing, and in process, so that the ability to hold to schedules, readjust priorities, and follow through will be valuable characteristics. Interested candidates should forward resume to Susan Perry, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x407.

SHIPPER/RECEIVER

CWCI is looking for an energetic individual to handle the shipping/receiving area. Your responsibilities will include logging in all publications, courier deliveries and pickups, UPS, local courier service, and all incoming and outgoing freight. You will also be responsibile for the inventory of office supplies, a weekly courier report, and various duties assigned by the Mailcenter Supervisor. Willingness to work as a team member, organizational skills, and good communication skills are a must. It would be helpful if this person had prior shipping/receiving experience; however, the right person will be trained. To apply, please call Jim Pernock at CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x373.

PUBLIC RELATIONS DIRECTOR

Wayne Green Enterprises is searching for a versatile writer to carry PR function in an entrepreneurial environment. Must be able to work with a variety of mediums and have keen journalist intuition. Proven success in creative ability to develop a public image is necessary. Contact Kathy Garrett at WGE, (603) 924-9261.

FILM ASSEMBLY/CAMERA TECHNICIANS

Wayne Green Enterprises is looking for experienced 4-color and camera technicians for its prepress department. Contact Kathy Garrett at WGE, (603) 924-9261.

ADVERTISING SALES REPRESENTATIVE

WGE seeks a self-starter with good phone skills and prior related sales experience for advertising space sales. Salary plus commission. Contact Kathy Garrett at WGE, (603) 924-9261.

DIRECT MAIL/SUBSCRIPTION SERVICES

Bright, creative, high-energy person is needed at WGE to assume responsibility for direct mail campaign and subscription services in its Circulation Department. You will set up campaign designs, coordinate printing and mailing, handle list rentals, and track results. Telephone customer support; also 3-4 years generalist experience preferred. Contact Kathy Garrett at WGE, (603) 924-9261.

COMPUTER RETAIL SALES

WGE is offering a position in Acton, Massachusetts for a hard working, flexible individual with retail sales experience. Familiarity with microcomputers and software a plus. Contact Kathy Garrett at WGE, (603) 924-9261.

CHALET FOR RENT

Three-bedroom chalet on Lake Winnipesaukee. Private beach, club house, boat dock, fieldstone fireplace. Available in July and August. $400 a week. Call Sandy Carun, CW/Peterborough, (603) 924-9471, x108.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

ROOMMATE WANTED

Male or female wanted to rent room in a three-bedroom house in Millis. Available June 1st. Both people living in the house are smokers. $200+ a month. Call Kris Hourigan at IDC, (617) 872-8200, x296.

MOTORCYCLE FOR SALE

1975 Yamaha 650B. 9,700 miles, 4-stroke, new tires, black and gold tank. $650. Contact Vickie Bagley at IDG, (617) 875-5000, x460.

CAR FOR SALE

1980 Datsun 310, brown hatchback, 5-speed, AM-FM stereo, air conditioning, 75,000 miles. Asking $2,000. If interested please contact Alison Ix at CWCI, (617) 879-0700, x378.

IDG

NEED EXTRA COPIES?

If your department is not receiving enough copies of the IDG Update each week, if you receive too many, or if your copies are being directed to the improper person, please use the coupon below to rectify the situation.

COMPANY: ____________________

DEPARTMENT: ____________________

PERSON RECEIVING COPIES: ____________________

# NEEDED: ____________________

OTHER: ____________________

Mail to: IDG Update, Attn: Vickie Bagley, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701.

What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ____________________

____

ADDRESS: ______________________________

____

YOUR NAME: ____________________________

PHONE #: ______________________________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________________________

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SEND ANYTHING you feel is "news worthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurances could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else to be proud of. Please send along the information you would like to appear in the IDG Update.

What's New . . . What's New . . . What's New

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Volume 15, Number 22 June 3, 1985

IDC Receives Largest Contract in its History

CHARLIE GRECO, Vice President of Financial Services for IDC, and his team in the Financial Services Department, recently announced the signing of a $1 million contract with Goldman Sachs, one of the country's leading investment banking and brokerage firms. The signing of this agreement is the largest contract in the 21-year history of IDC. This agreement will provide Goldman Sachs with access to IDC's domestic computer and telecommunications research information and services for use in the institutional investing community.

John L. Weinberg, Senior Partner of Goldman Sachs, commented, "IDC's research is unparalleled and no other research firm approaches their breadth and depth. This new relationship will bring our clients an important new dimension in investment research, which is critical for decision making."

The daily interaction of IDC's analysts and Goldman Sachs' investment banking staff will provide invaluable input to aid Goldman Sachs' clients anticipate new trends in high technology industries.

PAT MCGOVERN, Chairman of IDG, added, "Our firm has considered developing a long-term consulting relationship with a leading investment banking and brokerage firm for some time, and we have narrowed down our decision to

Charlie Greco and his team were recognized for their outstanding achievement at IDG's Annual Board of Directors Meeting.

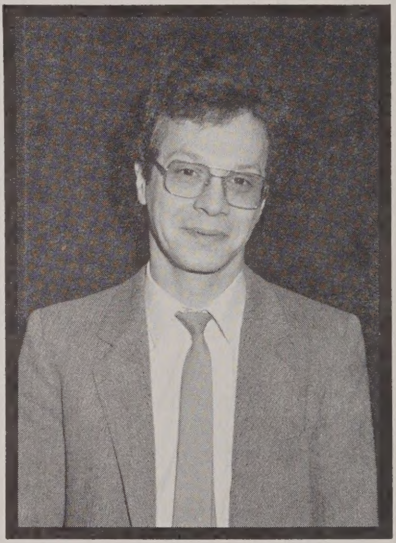
Continued on Page 4

Distributique

Distributique, the monthly publication just joining the ranks of Computerworld Communications S.A. in France earlier this year, is dedicated to the dealers, OEM, and software houses who distribute micro computers and computer-related products in France. The IDG Update presents the fine staff of this newest addition to the CW/France team.

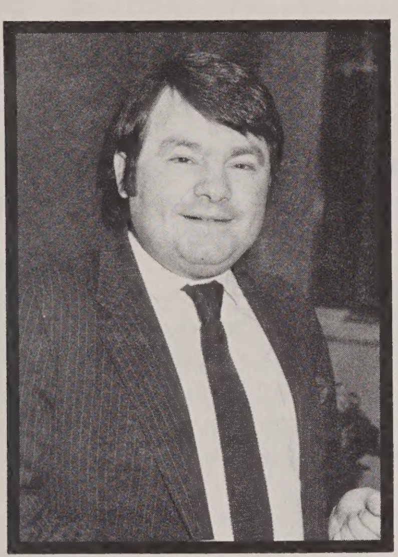
Pierre Linde

PIERRE LINDE, a Journalist for the last 27 years, is Chief Editor and creator of Distributique. He began his career in the economics field, specifically with the magazine L'Express. He also held the position of Head Reporter for such well known magazines as Valeurs Actuelles, and Entreprise. Pierre has also written a book, entitled "L'Innovation au Pouvoir." In 1976 Pierre was the Assistant Chief Editor for the review, "Bureaux de France," and as part of the company (CFIE), he was also Chief Editor for Temps Reel. His hobbies include his cat, music, reading historical works, and jogging in the spring.



Regis Marti

REGIS MARTI, the Journalist in charge of the column, "Chez Vos Fournisseurs," joined Distributique in April, 1984. His articles for the magazine address all aspects of the commercial politics of marketing for manufacturers, material importers, and software editors. He also occupies himself with creating the dossiers on the structure of distribution of the small stores, SSCI, and larger surfaced stores. Before taking on the post of Editor for Distributique, Regis participated in the launching of another magazine, Information du Professionnel. He also previously worked for an industrial advertising agency, Mexim, serving as press spokesman, and participating in the creation of the advertising campaigns. His hobbies include electronics and photography.


Gerard Adamis

GERARD ADAMIS is involved with two functions for Distributique: journalism, for which he serves as an interviewer of the manufacturers and distributors; and promotion for the magazine. Before dedicating himself to computers, Gerard worked in the Bernard Chevry group, a group which organizes all the large international communications exhibitions such as VIDCOM, MIDEM, and MIP TV. He was also a "stringer" for Temps Reel, acting as a commercial engineer while selling minicomputers for the "Intertechnique" company. He holds a license in business law, and among his hobbies enjoys specialized lectures in French literature.

Responsible for the management of Distributique, as well as overseeing the editing and proofing of the journalist's texts, is ANNE MARECHAL. Anne joined Distributique in May, 1984 as Executive Assistant. She worked previously for thirteen years as an Executive Assistant at EAG, a company furnishing industrial advertising advice. When she left EAG she returned to university life, where she continues to take courses in literary studies. Her spare time hobbies include travelling and a passion for lectures.

Anne Marechal

Franciose Videlaine

FRANCOISE VIDELAINE joined the Distributique team in April, 1984 as Head of Advertising, having responsibility for advertising sales and promotion, and maintaining contact with advertisers in her role of public relations. She previously held the position of Head of Advertising for another journal, Information Du Professionnel. She also worked for six years in advertising for music video for the agency, Coblence. Francoise received her education in a school for press spokespeople. Her hobbies include jogging, tennis, and swimming.

Carole Chabry

Working in subscriptions and production for Distributique is CAROLE CHABRY. Carole joined the team in March, 1984, and previous to this she worked for a town office involved in the development plan of a town, where she prepared the dossiers and presented them to clients. She has training in typing and shorthand, and her leisure activities include films and jazz. She also enjoys judo and photography.

More News...

IDC Receives Contract

From Page 1

Goldman Sachs due to the firm's well recognized commitment to research and their interest in developing the finest coverage of the high technology industry in the investment banking industry. We are also studying the possibility of adding coverage of the semiconductor and automated test equipment industries within the coming year. We believe this will further enhance our continued research capabilities for Goldman Sachs' clients."

Before signing the Goldman Sachs deal, Charlie and his team were already 14% ahead of their business plan for 1985. The Goldman Sachs contract will help ensure the department another well-over-plan year.

Charlie and his team were recognized for their outstanding achievement at IDG's Annual Board of Directors Meeting held last week at IDC. According to Pat McGovern, "IDC's Financial Services Department has established itself as the world's leading advisory group to the computer and telecommunications equipment leasing field. Their residual value estimates on such equipment have become the standard in the field. The new arrangement with Goldman Sachs now puts IDC ahead of all competitors in service to the investment banking field as well!"

1st Pan Pacific Computer Conference

Each year the Australian Computer Society holds its annual conference, which attracts in excess of 1,200 delegates, many from associated societies in Japan, Asia, and the Pacific region. The First Pan Pacific Computer Conference will be held this year in Melbourne, Australia in September, 1985. The Conference will conduct the world's first international computer art competition, held in association with CW Communications, Inc. Entries must be produced by computer, and are judged by a specially covened panel of judges on their artistic merit, with technical aspects of the production taken into account. The art will be displayed at a special exhibit at the First Pan Pacific Computer Conference in Melbourne from September 10-13, 1985. Winners will be announced during the conference in the following categories: Individual - $1,000; Organization - a trophy; with prizes donated by CW Communications, Inc.

The venue for the Conference will be the Royal Exhibition Building, the largest congress and exhibition venue in the Southern Hemisphere, with over 24,000 square meters of exhibition space, and seating for 1,000 delegates. The Dallas Brooks Hall, located half a kilometer from the Royal Exhibition Building, will augment the congress facilities, with seating for 2,200 delegates.

If you are interested in competing and wish to obtain further details and an entry form, contact Computerworld Pty, Ltd.; or First Pan Pacific Computer Art Competition at P.O. Box 212 (11 The Avenue) Hampton, VIC, Australia 3188, Tel. (03) 598-3675 or 598-5224.

Promotions

CWCI recently announced the promotions of the following people:

GEORGE HARRAR has been promoted to Features Director. He joined Computerworld as Senior Editor/ Features in April, 1983. He brought with him ten years of editorial experience, including three years as News Editor for The Middlesex News; two years as Editor of The World, an award-winning tabloid produced at Boston University; and one year as Consulting Editor for the Boston WGBH teletext project. George has developed and solicited articles from a large group of expert authors. In addition, he has demonstrated a flair for graphic presentation that maximizes the impact of editorial content of the In/Depth and Extra! products.

JOHN DESMOND has recently been promoted from Staff Writer to Senior Writer. John started with CWCI as a Staff Writer and primary backup to the Senior Editor/Systems. He had responsibility for contributing stories to those sections, and for producing those sections under deadline in the absence of the Senior Editor. John joined the editorial staff in April of 1984, with more than five years of experience as a professional Journalist for the Wellesley Townsman, the Walpole Times, and the Patriot Ledger. John has produced an increasing number of original, hard-hitting news stories which are targeted directly at the interests of our readership.

BARBARA SUTTON has been promoted to Copy Editor, Level II. She joined the Computerworld Copy Desk in September, 1984, with six months of experience as an Assistant Editor on Micro Marketworld, and prior experience as a Proofreader for Recording & Statistical Corp. Barbara handles all contributed editorial columns, lays out pages, writes headlines, corresponds with readers, and interacts with columnists on a weekly basis.

Congratulations to Barbara, John, and George on their promotions!

HANS BRAGGAAR was recently promoted to the position of Deputy Editor of Computerworld Benelux in The Netherlands. From the commencement of CW Communications in Amsterdam in late 1983, Hans has been working as Senior Editor for Computerworld. At the same time he serves as International Editor of CW/Benelux. Hans will keep specializing and writing on topics related to the software industry, and those related to the total IBM environment and developments in the communications industry. He has a special interest in what is happening with the PTT administrations in Europe and all high tech activities within the European community, orchestrated by the European Commission in Brussels. Congratulations on your new post, Hans!

New Employees

DAVID BLACKBURN, new Subeditor (Copy Editor) in Computerworld Australia's Sydney office, has had thirty years of writing headlines in three continents. He worked in the north of England as Editor of an engineering company's house magazine, and on various newspapers, including four years on The Northern Echo. Six years in Africa followed; then came the move to Australia in 1973. Since then he has worked on sports for Rupert Murdoch's Daily Telegraph, and for a technical group covering mining and construction. Now at CW and learning a new language, David has six grown-up children, three of whom are in journalism. Best wishes, David!

Welcome to GAYLE MCELROY, new Computerworld Australia Advertising Sales Executive in the Sydney office, who has been in advertising all her working life. Gayle started on Sydney's big afternoon paper, The Daily Mirror, and has also worked on advertising and marketing magazines. Like a lot of young Australians, Gayle has made the "grand tour" of Britain and Europe. She likes tennis, skiing, squash, and rugby. Welcome aboard, Gayle!

Anniversaries

One-Year Anniversaries

Douglas Barney, CWCI
Donald Best, IDC
Mitchell Betts, CWCI
Larry Hilderbrand, PCW

Two-Year Anniversaries

Ilene Goldman, IDC
Jeffrey Kaplan, IDC
Peggy Nauts, PCW
Seth Norogrodsky, PCW

Four-Year Anniversary

Marilyn Raineri, IDC

Five-Year Anniversaries

Ann Morley, IDC
James Reynolds, IDC

Six-Year Anniversary

Tom Casalegno, PCI

Fitness Focus

Take a Walk

Though you may not think of walking as a wonderful form of exercise, it is. Walking promotes cardiovascular fitness, tones up all your muscles, and is a great fat burner too. If you walk briskly for 45 minutes a day, by the end of a year you'll have lost more than 20 pounds - without dieting! So imagine what walking does when you do diet.

When you walk, your metabolism speeds up, and weight comes off faster and tends to stay off. Some other advantages of walking: it requires no special skills or equipment, it can be done almost anywhere at any time, and it's virtually injury-free.

Tips for beginners:

- Posture is important. Make sure shoulders are back, pelvis forward, buttocks tucked under.
- Keep a rhythmic stride with light, springy steps.
- Swing arms freely.
- Breathe from the diaphragm deeply and rhythmically.
- Wear lightweight, low-heeled, cushioned-soled shoes.
- Take ten minutes to warm up, loosening arms, legs, and neck.

When walking, to get the most benefits, you should get your heart rate up to the "target range" for your age group and keep it there for 20 minutes. To find your target range, subtract your age from 220 and multiply by .70. The resulting number should be what your pulse should be per minute. To check your rate, take your pulse for ten seconds a few times during your walk, and multiply the count by six. Place index and middle fingers on your wrist or on the carotid artery in your neck.

To turn walking into a fitness activity, you must walk briskly at least 20 minutes a day, three times a week. Start by walking at a comfortable pace for 20 minutes, and see how you feel. You should be able to tell that your heart rate is raised, but you shouldn't be breathless. Your first goal is to cover a mile in 20 minutes. As you become more fit in succeeding weeks, you will find you can cover an even greater distance in that time.

Classified

ADVERTISING SUPERVISOR

InfoWorld is seeking an Advertising Supervisor to oversee the sales support staff consisting of ROP, Classified, and InfoLink coordinators, and the Billing Departments of InfoWorld. This position will be responsible for all reports regarding ad lineage, ad revenue, and pre-lineage per month. This person interacts with the Production Manager on inserts, gatefolds, special position requests, and any production matter relating to advertising. This person also keeps the premium position chart maintained and conducts different kinds of research for agencies, problem areas with credit and debit memos, and production errors. FA comp lists and promo mail lists are updated and maintained by this department. This position also handles all problems and complaints. The qualified applicant will be a person who has a communications background, preferably in publishing, and is familiar with deadlines and can work well under pressure; also great in organizational skills; and someone who is people oriented, as there will be heavy contact with fellow employees and advertisers and agencies. Contact Michael Lowe at (415) 328-4602, x223.

DESIGNER

InfoWorld's Editorial Department has an immediate opening for a Designer. The Designer will be responsible for implementing and managing the week-to-week design process and for maintaining format consistency. Applicants should have a minimum of three years experience in publication design and have an excellent knowledge of typography, photo editing, and illustration. The Designer will be responsible for preparing charts and graphs and other separators to achieve desired results. Interested persons should contact Michael Lowe at (415) 328-4602, x223, as soon as possible.

ADMINISTRATIVE ASSISTANT

CW/Intersoft, a new business unit, is seeking an Administrative Assistant to assist the President/CEO. The successful candidate must be able to function autonomously and take intelligent initiatives. Special traits required for the position will include inquisitiveness, resourcefulness, grace under pressure, a smooth telephone presence, and a sense of humor. Excellent general communications aptitude, high level secretarial skills, and the willingness to make peace with state-of-the-art office productivity tools are assumed. A large number of projects will be simultaneously starting, finishing, and in process, so that the ability to hold to schedules, readjust priorities, and follow through will be valuable characteristics. Interested candidates should forward resume to Susan Perry, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x407.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

WANTED IN FRANCE -- LIVE-IN BABYSITTER

Looking for a live-in babysitter (six months minimum) for a one-year-old boy. Pocket money; weekends free. Family life in a small village (30 inhabitants) in the French countryside, 35 miles from Paris. Possibility of horseback riding activity. Write to: F.X. Chaussonniere (Publisher of Le Monde Informatique), La Rhussiose, 95870, Epiais-Rhus, France.

APARTMENT WANTED

Couple looking for 4-5 room apartment in nice condition in Natick and surrounding areas. Please call Andrea Seiff, Monday throuugh Thursday, at (617) 875-5000, x437; or evenings and weekends at (617) 653-3693.

FOR SALE

Thule 1050 Roof Rack. 50-inch roof rack with locking knobs. New at Christmas. Paid $85; will sell for $60. Contact Stephen Zamierowski at IDC, (617) 872-8200, x346.

COTTAGE RENTAL

Two-bedroom cottage with loft for rent in Dennisport, Massachusetts. Screened porch, walk to beach. Available weeks of August 10-17 and August 17-24. $400/week. Call evenings, (617) 877-3272.

MOTORCYCLE FOR SALE

1975 Yamaha 650B. 9,700 miles, 4 stroke, new tires, black and gold tank. $650. Contact Vickie Bagley at IDG, (617) 875-5000, x460.

RIDE NEEDED

Ride needed for one person from the Quincy/Boston/Cambridge area; whichever is convenient. Five days a week, round trip, for the summer only. Will share gas and toll expenses. Call Nancy Lau at IDC (617) 872-8200.

CHALET FOR RENT

Three-bedroom chalet on Lake Winnipesaukee. Private beach, club house, boat dock, fieldstone fireplace. Available in July and August. $400 a week. Call Sandy Carun, CW/Peterborough, (603) 924-9471, x108.

CAR FOR SALE

1980 Datsun 310, brown hatchback, 5-speed, AM-FM stereo, air conditioning, 75,000 miles. Asking $2,000. If interested please contact Alison Ix at CWCI, (617) 879-0700, x378.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 23 June 10, 1985

CW "On the Air"

Introducing "Computerworld"
A call-in talk show for people interested in personal computing.

On June 30th CW Broadcasting will go back "on the air" with a new radio program called "Computerworld." Designed as a two-way radio for people interested in personal computing, the program will be a call-in talk show devoted to the exchange of information on all aspects of personal computing.

The show will have regular guests in the studio, and will also identify others who can be called for information or interviews. But the main part of the program, according to CW Broadcasting V.P. JACK EDMONSTON, will be an information exchange between callers.

"No expert, or group of experts, can answer all the various specific questions that people have about personal computing," Jack pointed out. "So, the show's host, Bob Kuller, will keep track of the questions as they come in, and ask other personal computer users, with direct experience in the areas being asked about, to call in with answers."

The program will start as a 26-week experiment in the Boston market. If sufficient listener and advertising support is achieved, it will be continued, and syndication to other markets will be considered.

The program will be broadcast on radio station WDLW (1330 on the AM dial) in Boston, Massachusetts on Sunday nights from 5:00 p.m. to 7:00 p.m., just before the heaviest viewing time for television, when reasonable numbers of people are expected to be home.

All IDG employees and friends in the Boston area are encouraged to call the program to discuss any aspect of personal computing!

Spotlight

IDG Accounting

Debbie Joyce & Debbie Sobin.

DEBBIE SOBIN, who has been with the Accounting Department since 1978, is the Accounting Supervisor at IDG. Debbie organizes the work flow within the Accounting Department to ensure that all functions are completed smoothly and on time. She is responsible for the payroll for IDG, IDC, CWCI, PC World, Link Resources, Yates Ventures, InfoWorld, and CW Intersoft. She is involved in a variety of special projects which keep her very busy. Debbie lives in Millis with her husband, Stan, and daughter, Joelle.

DEBBIE JOYCE has been with IDG since July of 1984. She handles the receivables for the On Communications Advertising Department, bookkeeping for Yates Ventures, and payroll. She was previously employed by CWC/Peterborough for two years, in the Accounting Department. Debbie spends her spare time with her fiance, enjoying the outdoors, and planning for her wedding in October.

Left to right: Francie Benedict, Diane Utano, Jean Louthan, Harriet Brody.

FRANCIE BENEDICT works in CW Accounts Receivable, and has been with IDG since August, 1983. Francie audits bills and enters cash for Computerworld and Micro Marketworld. She also controls contracts and bills for MMW, and keeps trial balances on list rentals and the cash receipts journal. Francie attends Dean Junior College, working in the Computer Degree Program. When she can find some free time, she enjoys painting, is a member of the Hopkinton Artist Association, and participates in numerous art shows.

DIANE UTANO is in charge of Accounts Receivable for Computerworld. In addition, Diane keeps track of contracts, ensuring that customers are billed at the correct rates, and issuing debits and credits to correct invoices. When Diane is away from the office she enjoys playing with her daughter, and helping her husband with his restaurant.

JEAN LOUTHAN is the newest member of the IDG Accounting team. Jean joined IDG in April of this year, and holds the position of Bookkeeper for Computerworld, working on accounts payables, freight disbursements, and month-end data entry. In their spare time Jean and her husband, Bill, enjoy skiing.

HARRIET BRODY is the Accounts Payable Bookkeeper for Computerworld, Micro Marketworld, and On Communications. Harriet also balances the cash disbursement journal, processes the expense reports, and handles phone calls from irate vendors. In her spare time Harriet enjoys playing bridge, and spending time with her husband, Sol, and her grandchildren.

Laura Valanzola & Paula Zinck.

LAURA VALANZOLA has been working at IDG since February, 1984 as the Accounting Department Assistant. However, in August she took charge of all the PC World and Macworld bookkeeping responsibilities. Laura graduated from Framingham State College in 1981 with a B.A. in Psychology. When she is away from the office she enjoys physical fitness and time with her fiance.

PAULA ZINCK is the Bookkeeper for IDC's Accounts Payable and Accounts Receivable. She handles the sales journal, cash receipts journal, and data entry on the computer. Paula has a medical field background, and graduated from the Framingham Union Hospital School for Emergency Medical Technicians. When away from the office she enjoys physical fitness, outdoor sports, crafts projects, and lunchtime soap operas. Paula also dreams of winning the lottery and retiring to Cape Cod.

Judy Spavold

JUDY SPAVOLD has been with IDG since October, 1983. She began as the Receptionist, and in September, 1984 she transferred to the Accounting Department. She is now the Accounting Department Assistant, handling all bookkeeping for Link Resources, and assisting in the bookkeeping for PC World, Macworld, InfoWorld, and IDC. Judy enjoys ceramics, reading, and going to the beach.

ROBIN SILVERMAN is the Bookkeeper for InfoWorld, and has been with IDG since 1980. She is responsible for processing bills for payment, and auditing the billings. When not working, she enjoys photography, the beach, and jogging.

Standing: Rick Buroni, Dorothy Mager. Sitting: Pina Pozzi, Andrea Seiff.

RICK BURONI's career at IDG began in June, 1984. He originally started working in the mailroom, but has since expanded his responsibilities to include assisting with the office filing, tearsheeting, and sending out statements.

DOROTHY MAGER works in the Accounting Department on a part-time basis as their "Gal Friday." Dottie does everything from filing, tearsheeting, and vouchering, to whatever else needs to be done. Dottie collects antique thimbles and sewing tools, and can frequently be seen wearing her own hand-knitted sweaters.

PINA POZZI is IDG's Data Entry Operator, responsible for processing and mailing of the accounts payable checks for CWCI, IDC, Link Resources, PC World, InfoWorld, Yates Ventures, and World Expo. Pina has been with IDG since 1980. She and her husband live in Newton.

ANDREA SEIFF began working at IDG since January, 1984 as an Office Assistant for the Accounting Department. Her duties include filing, tearsheeting, and sending out advertising bills for CWCI, PC World, and InfoWorld.

More News...

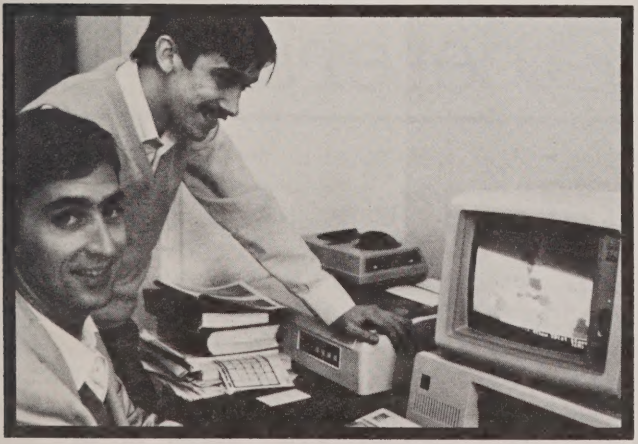
RUN Has a Birthday

RUN, the magazine for Commodore users in Germany, celebrated its first anniversary on May 14th at the CWCI offices in Munich. The publication has grown in size and popularity in its one year of existence, and now has a staff of five (from its original staff of two).

One of the newest projects the RUN staff has started is a weekly radio program with a Munich station. The one-hour program will provide information and advice on software for home computers, specifically the Commodore. With the continued success of the publication, their editors have been covering the globe to keep readers up to date on the latest in home computing with recent trips to the United States and England.

People

Congratulations to ERIC BROWN of PC World's offices in San Francisco, California, who recently spent a month in Madrid, Spain assisting in the production of the second issue of PC World Espana. Eric, known for his prowess in word processing, turned out an article on this subject, receiving only a little help with the Spanish language. He also travelled to Pamplona and Barcelona doing interviews, and he reviewed a software package. Eric visited PC World Espana as part of an exchange program between PC World/U.S.A. and PC World/Spain.



ERIC BROWN (seated) and DIEGO ROMERO (standing) review a graphics program together at the CW Spain offices.

Seen in the photograph below, Eric, and DIEGO ROMERO, of CW/Spain, work on a graphics program of Europe. Diego began his career with Commodore World, but will move on to PC World in September. Diego will be replaced on the Commodore magazine by ALVARO IBANEZ, who will join the staff full-time this fall.

Promotions

EDWARD MARECKI of Computerworld has just been promoted to Vice President of Sales for Computerworld. Ed joined the Computerworld staff in July, 1979 as District Manager in the northern region, and very rapidly displayed outstanding skills as a publishing salesperson. In 1983 Ed was promoted to National Sales Director, and he has been instrumental in the continued success of Computerworld. He has been responsible for all display advertising in Computerworld, Special Focus publications, NCC Daily and CW Extras. In his new position Ed will take on the additional sales responsibilities for product classified and recruitment sales.

Join us in congratulating Ed on his very well earned promotion.

LEE VIDMER recently announced JACK EDMONSTON's title change from Group-Vice-President to Senior Vice-President, Communications Services, in recognition of his never-ending contributions and achievements at CWCI. Jack has just celebrated his twelfth anniversary, joining the company in 1973 as

Sales Promotion Manager. Over the years he has proven that he is the "Jack-of-all-trades."

MARILYN RANIERI has recently been promoted to Client Services Manager, Financial Information Planning Service, at IDC. Marilyn's responsibilities include administrating the Goldman Sachs Association and the remaining Financial Information Planning Service client base. Marilyn has always demonstrated a dedication and commitment to her responsibilities. Please join us in congratulating Marilyn and wishing her the very best of success.

New Employees

IDC is pleased to welcome FRANK GENS to their team. Frank's primary responsibility at IDC will be to provide analysis on the IBM Information Systems environment. Frank comes to IDC after spending five years at Yankee Group where, among other things, he was responsible for their information systems research and was their principal IBM analyst. Frank was also one of Yankee's primary speakers at their seminars and conferences, as well as an invited speaker to many industry events. Welcome aboard, Frank!

WGE's newest member is JUDITH LAFORTUNE, the company's new Receptionist. Prior to coming to WGE Judith worked for CFH Associates as a Secretary. Judith has a B.S. degree in Physical Education from DePaul University. In her free time she enjoys reading, crocheting, knitting, macrame, needlepoint, sewing, and swimming.

WGE also has a new part-time Receptionist, BETHANY WHITON. Bethany comes to WGE from Conval Regional High School, and she enjoys swimming, hiking, reading, and dancing.

Anniversaries

One-Year Anniversaries

Scott Baum, CWCI
Dick Gifford, WGE
Doug Gold, IDC
Donna Raimondi, CWCI
Karen Shipula, WGE

Two-Year Anniversaries

Laurie Finnie, WGE
Susan Ford, PCW
Derek Hulitsky, CWCI

Three-Year Anniversary

William Flynn, IDC

Four-Year Anniversaries

Douglas Cheney, CWCI
Patricia Keefe, CWCI
Barbara Murray, IDC

Etcetera

Last year PETER HOLM participated in an eight-mile walk, which was called the "Hike for Life." Through the generosity of many of the people working for the IDG family and CWCI's matching contribution, more than $1,000 was collected for the AIDS Action Committee for use in local programs.

This year, on June 22nd, Peter will again participate in the hike, and once more would like to ask for sponsors. Peter asks that you pledge for the entire length, and not by the mile. If you are interested in becoming a sponsor, please send the amount and your name to Peter Holm, CWCI, 375 Cochituate Rd., Framingham, MA 01701. For more information, please call (617) 879-0700, x404.

Consider This

Entertaining Tips

Summertime is easy entertainment time. If you enjoy entertaining, here are a few tips to help you along.

1. When issuing invitations, tell the guests what you plan for entertainment, what sort of clothes to wear, and who's on the guest list.

2. An easy way to entertain is to have a "Dessert Party." Serve unusual desserts accompanied by salted nuts, mints, and coffee.

3. If you have a garden wheelbarrow, put it to use at an outdoor meal. Scrub it thoroughly, line with foil, then fill with ice. It's then ready to keep salads crisp and bottled drinks cold.

4. If your outdoor grill has a hood or a dome, line with aluminum foil to speed up the cooking process.

5. If you're buying chicken halves or quarters for barbecuing, allow 1/2 chicken per serving if chickens are small, and 1/4 chicken if chickens are larger.

6. Keep a party notebook, listing each party given, who was invited, what food and drinks were served, what decorations. This data provides a good checklist for future entertaining.

Most of all, enjoy your entertaining, and your guests will, too.

- Beef & Asparagus Rounds
In a small bowl combine 1/3 cup mayonnaise, 1/4 cup prepared mustard, and 1/2 tsp. horseradish. Spread mixture on bread; top each with one slice of roast beef. Cook one half of a 10-oz. package of frozen asparagus spears; cut spears into one-inch pieces. Top beef with asparagus and swirl of mayonnaise mixture.

- Pepper and Olives on Zucchini
In bowl combine until well blended: one 4-oz. jar of roasted red peppers, drained and cut into thin strips; 1/2 cup sliced pitted black olives; 1 tsp. grated Parmesan cheese, and 1/8 tsp. freshly ground pepper. Then spread over raw zucchini slices.

Classified

SALES SECRETARY

CWCI's Natick office is seeking a Sales Secretary. Responsibilities include organizing and maintaining the office library, updating the sales promotion tools, ordering and keeping track of office supplies, maintaining mailing lists, making travel arrangements, and other duties as needed. This position requires telephone contact with clients, so a pleasant telephone manner is essential. You should have good typing skills, word processing experience, and the ability to type from dictaphone. You would be working in a fast paced environment, which requires organization, flexibility, and adaptability. This position affords an excellent learning opportunity. For further information call Alice Longley at (617) 879-0700, x265.

MARKETING WIZARD

IDC's Publications Department needs hands-on direct marketeer whose skills range from creating compelling copy to directing entire campaigns. Ability to handle P&L responsibility also needed. Distinct opportunity to broaden product line as well as marketing channels. Please send resume and direct mail sample to: Department MU, IDC, 5 Speen Street, Framingham, MA 01701.

CIRCULATION DIRECTOR

CWCI has an immediate opening for a Circulation Director. A minimum of five years of experience in paid weekly publications is required. This person should have a thorough knowledge of circulation audit regulations and procedures to assure compliance with the Business Publications Division of ABC, and a strong background in new subscription development through all sources of direct mail. Interested candidates should forward a resume and salary requirements to Don Fagan, Publisher, CWCI, 375 Cochituate Road, Framingham, MA 01701. No phone calls, please.

DEPARTMENT ASSISTANT

CWCI is now interviewing for the position of Department Assistant for the recently reorganized Corporate MIS Department. As a member of this department, the primary function of the MIS/International Assistant will be to support the Corporate MIS Director and the MIS Department. In this capacity, the assistant will assist in the daily responsibilities of the international financial systems, answer incoming calls, open and sort mail, process all incoming and outgoing paperwork, maintain a department filing system, monitor budget expenditures, make travel arrangements, and be responsible for the general administration of the department. The person who would be successful in such a position will have the ability to work comfortably with computers and their peripherals on a day-to-day basis inputting data, running reports, and assisting other users with minor problems. This position also requires the candidate to be self-motivating, able to take initiative, able to make decisions quickly, capable of working without supervision, extremely mature, and to conduct himself/herself with an air of professionalism. If interested, please send resume to Jeff Cordeiro, Corporate MIS Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x589.

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GENERAL OFFICE CLERK

InfoWorld has an immediate opening for a General Office Clerk. Duties include sorting and distributing internal memoranda; relieving receptionist on Rolm console during lunch, coffee breaks, and vacations; making photocopies; providing back-up phone coverage for Administration and Systems Departments; filing; and providing vacation coverage for mailroom/supply clerk. A high school diploma or equivalent is required. Prior office experience is a plus. Applicant must have reliable transportation. If interested, contact Bob Hoskins at InfoWorld, (415) 328-4602, x281.

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CW/Intersoft, a new business unit, is seeking an Administrative Assistant to assist the President/CEO. The successful candidate must be able to function autonomously and take intelligent initiatives. Special traits required for the position will include inquisitiveness, resourcefulness, grace under pressure, a smooth telephone presence, and a sense of humor. Excellent general communications aptitude, high level secretarial skills, and the willingness to make peace with state-of-the-art office productivity tools are assumed. A large number of projects will be simultaneously starting, finishing, and in process, so that the ability to hold to schedules, readjust priorities, and follow through will be valuable characteristics. Interested candidates should forward resume to Susan Perry, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x407.

SUMMER HOUSE FOR RENT

Expanded A-frame house for rent on New Meadows River, off Casco Bay in Bath, Maine. Sleeps 8, with 3 bedrooms, 2 baths, large fireplace. Great for boating, fishing, and water sports. $450 per week, with multiple week discounts available. Contact Ron Shugan, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x218.

RIDE NEEDED

Ride needed for one person from the Quincy/Boston/Cambridge area; whichever is convenient. Five days a week, round trip, for the summer only. Will share gas and toll expenses. Call Nancy Lau at IDC (617) 872-8200.

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WANTED IN FRANCE -- LIVE-IN BABYSITTER

Looking for a live-in babysitter (six months minimum) for a one-year-old boy. Pocket money; weekends free. Family life in a small village (30 inhabitants) in the French countryside, 35 miles from Paris. Possibility of horseback riding activity. Write to: F.X. Chaussonniere (Publisher of Le Monde Informatique), La Rhussiose, 95870, Epiais-Rhus, France.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 24 June 17, 1985

AmigaWorld On the Horizon

CW Communications/Peterborough has announced plans to launch a new magazine, AmigaWorld, this August. Commodore Business Machines, the U.S. subsidiary of Commodore International Ltd., manufacturer of the not yet unveiled Amiga computer, has awarded CWC/Peterborough exclusive access to all forthcoming Amiga owners. Commodore has also agreed to place AmigaWorld subscription offers in all its retail boxes.

According to STEVE TWOMBLY, Publisher of the new AmigaWorld magazine as well as CWC/P's successful RUN, "Commodore and CWC/P agreed last December that the new Amiga needed its own magazine. Although a non-disclosure agreement prevents me from expounding, I can say that the Amiga represents the greatest single technological advance for the microcomputer to date."

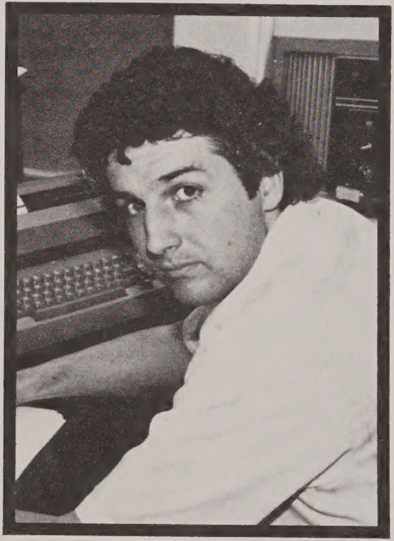
Steve emphasized that AmigaWorld will mirror the qualities of the computer itself. Editorially, the magazine will be friendly and entertaining, but always informative. The magazine will emphasize business and personal productivity and creativity, as do the Amiga's special features. It will instruct readers how to get the most out of their new "wonder machines," and publish consistently reliable reviews, useful columns, and an occasional bit of humor.

AmigaWorld will be printed in full color on heavy, coated stock, and in a larger format than that used on the other CWC/P magazines. It will be nationally distributed by International Circulation Distributors.

CW COMMUNICATIONS/PETERBOROUGH

CWC/Peterborough's RUN

RUN magazine, published monthly by CW Communications in Peterborough, New Hampshire, is a magazine dedicated to Commodore 64 and Vic 20 computer users. This week the IDG Update spotlights the hardworking editorial staff of RUN.

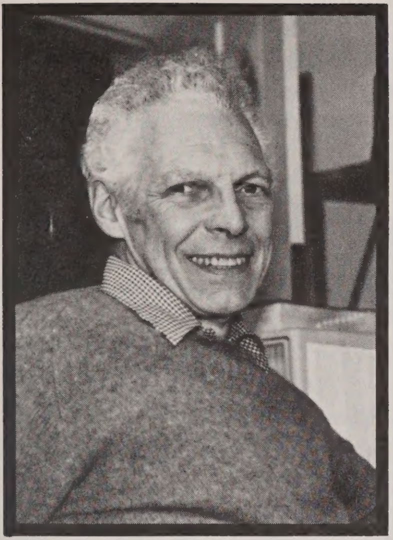


Dennis Brisson

DENNIS BRISSON serves as Editor-in-Chief for RUN. He supervises and works with the other seven members of the editorial staff in order to ensure the high editorial quality of RUN and its related projects. Dennis previously worked on Microcomputing magazine. He was hired by CWC/P in late 1977 and worked as Editorial Assistant. In 1980 he was appointed Managing Editor, and he has been the Editor-in-Chief of RUN since its inception. Dennis gets his written training from his B.A. in English, and comments that his "spare time hobbies include mowing the lawn in the summertime and shoveling the driveway in winter." Could this be a bit of sarcasm?

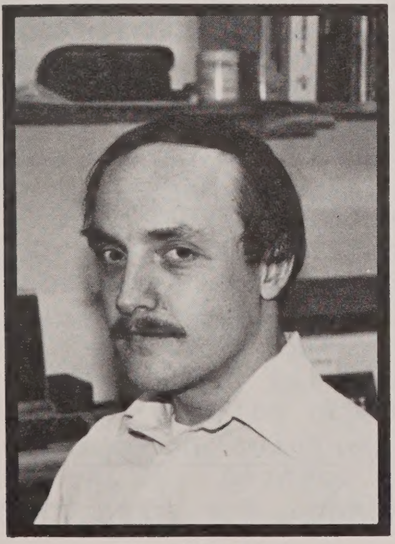
Technical Manager for RUN is MARGARET MORABITO. Margaret is responsible for the technical content of the magazine and assuring its technical accuracy. She is also in charge of the Re-Run project at CWC/P. She has been with the company for one year, and previously served as Director of the Computer Center at the Fort Devens Learning Center. She was also an Instructor for three years in the English Department of Fitchburg State College. Her educational background includes a M.Ed. in English and Education from Keene State University, and a B.A. Degree in English from the University of Florida. As if she weren't busy enough, Margaret is working on two books for Datamost - "C-128 Users Guide" and "The Amiga User's Guide."

SWAIN PRATT serves as Managing Editor for RUN. He performs the second reading of all articles, keeping track of them through the production process, checking corrections, dummying the magazine, and giving the final O.K. of mechanicals. Swain has been with CWC/P for nearly three



Swain Pratt

years. He began his career with the company by working on Microcomputing, and then RUN. Prior to that he spent 28 years in high school teaching (math, English) and administration. Swain attended Amherst College; received a B.A. from Sarah Lawrence College; did graduate work at Adelphi University; and took miscellaneous courses at Columbia, the University of Wisconsin, West Chester State in Pennsylvania, and Emerson College in England. His interests include drama, literature, travel, and music of the 1920's, 30's, and 40's.



Tim Walsh

Technical Editor for RUN is TIM WALSH, and he screens all programs for the magazine, checks technical accuracy of the published programs, and reviews hardware and software for RUN. Tim joined CWC/P in February this year. He was previously a Department Supervisor with Teleflex Medical. He has a B.S. Degree in Computer Science from Franklin Pierce College. In his leisure Tim enjoys reading, writing, and shooting shotguns and rifles.

HAROLD BJORNSEN is Proofreader, New Products Editor, and Assistant Editor for RUN. He is responsible for compiling information on newly released products for Commodore computers and peripherals for the magazine, and he proofreads everything between the covers of RUN before publishing. He has been with CWC/P for 2-1/2 years, and enjoys cooking, eating, Stevie Wonder's music, and good movies.

Marilyn Annucci

MARILYN ANNUCCI is Copy Editor for RUN. She edits all manuscripts, write blurbs and titles for articles, and assists in the final proofreading as necessary. Marilyn began with the company on August 29, 1983. She received a B.A. Degree in English from Assumption College, and her interests include literature.

Susan Tanona

Review Editor is SUSAN TANONA, who compiles and edits all hardware and software reviews for the magazine. She started her career at CWC/P in March, 1984, and holds a B.A. Degree in English from the University of New Hampshire. She enjoys reading as one of her spare time hobbies.

People

Recently NOREEN BROWNING and BEVERLY CRANE of PC World wanted to show their Manager, RAY PETSCHE, how much they appreciate him. So amidst a chorus of "We like you a lot," they presented him with a homemade banana bread and a coffee mug decorated with penguins (Ray's favorite). Affectionately dubbed "Ray Day," the two got their message across quite effectively! Congratulations, Ray, on your fine work. And congratulations to Noreen and Beverly for planning such a thoughtful "appreciation day."

New Employees

Yates Ventures is pleased to welcome JOHN LEININGER as their new Laboratory Manager. John will be responsible for directing the growth of Yates' independent laboratory service through a period of rapid expansion. John, who has an MBA from the Monterey Institute of International Studies, was formerly Manager of Industry Analysis for Apple Computer. In that position he was responsible for the evaluation, acquisition, and project management of third party business application software. Earlier at Apple, he performed competitive evaluations of hardware and software products. John brings ten years of computer industry experience to Yates Ventures.

CWCI recently announced the addition of AMIEL KORNEL to fill the Paris Hub Brueau position. In his new position, International Editor/Europe, Amiel will man the newly formed Paris bureau, assemble a stable of European stringers, and begin feeding the CW International News Network with breaking computer news stories from that part of the world. Amiel and his team will effectively function as CWCI's on-the-spot press team in Europe, and will be available for special news assignments from CWCI editors at home and abroad. Prior to joining CWCI, Amiel covered high-technology and science for the prestigious

International Herald Tribune, located in Paris. Before that he worked as a computer operator at the newspaper. Amiel was born in England and raised in the United States. After graduating from the University of Chicago with a B.S. in Biology, he went on to study French at the University of Fribourg in Switzerland, and at Sorbonne University in Paris. Please join us in welcoming Amiel to the IDG family.

InfoWorld's new voice on the reception desk is that of MONIQUE LEHR. Monique is InfoWorld's new Receptionist. She is a Sophomore at Brigham Young University in Provo, Utah, and enjoys swimming, painting, photography, skiing, classical music, and "thrasher" dance clubs, because the people there are so interesting to watch. Monique also likes to read in the park and at the beach, and likes to rove around collecting "junk."

Anniversaries

One-Year Anniversaries

Michael D'Onofrio, IDC
Nina Ricci, IDC
Pamela Leslie, IDC
Carol Miller, IDC
Joseph Stalvey, CWCI

Two-Year Anniversary

Mark Duran, PCW

Four-Year Anniversary

Carolyn Wilki, LR

Five-Year Anniversary

Robin Silverman, IDG

Seven-Year Anniversaries

Susan Dovi, CWCI
Debra Sobin, IDG

Nine-Year Anniversary

Theresa LeBlanc, IDC

Fitness Focus

Your Neglected Back

Everyone knows the backache story. Backache is so widespread that at some time in our lives it is likely to touch us - either as a sufferer or through a family member.

The Size of the Problem

Four out of five Americans suffer from lower back pain, and back complaints account for 30 million doctor visits and 14 billion dollars of compensation and medical costs per year.

The History of the Problem

Some say it began when our ancestors first stood up to see over the tall grass. With upright posture, our backs became more vulnerable to malalignment and injury. Ancient man, in preparation for approaching danger, tensed his back muscles just as modern man tenses his back muscles in response to the "dangers" and stresses of modern life. This tension can cause pain.

The Problem Today

Today, poor posture, obesity, and bad working and playing habits all contribute to widespread back trouble. Pregnancy, which puts added strain on the back, is another important and often overlooked cause.

The Key to Prevention

With simple care and rest, most backaches go away by themselves. Keeping your back healthy is a lifetime pursuit. The principles of proper posture, safe lifting, and weight control have to be applied each day.

Classified

PLANNING & BUDGETING ASSISTANT

Based in Paris (Neuilly), this newly created position will include the following responsibilities: organization and follow-up of timely planning, budgeting and reporting procedures; checking the consistency of annual budgets prepared by CWCI subsidiaries for 20 weekly or monthly publications in Southern Europe; checking and analyzing monthly reports sent by subsidiaries; consolidation of the monthly results in coordination with CWCI U.S. headquarters; preparing and updating models to simulate the financial impact of market trends and product life cycles on company's results. These duties will necessitate extensive use of Lotus 1,2,3, electronic mail, word processing, and graphics on an IBM PC. The qualified candidate should be able to work independently, demonstrate good organizational skills, and be able to communicate with various nationalities. Knowledge of computers and electronic spreadsheets would be an advantage. Please send resume with handwritten letter to Axel Leblois, Computerworld Communications, 185 Avenue Charles-de-Gaulle, 92200 Neuilly-sur-Seine, France.

COPY EDITOR

Micro Marketworld has an immediate opening for a Copy Editor, whose responsibilities include: editing news and features for grammer, style and consistency; proofreading page proofs; rewriting page proofs; rewriting press releases for the products section; and writing headlines. The position requires: a sharp eye for detail; the ability to work under the pressure of daily deadlines; and some journalism experience and/or a college degree with emphasis on journalism. Experience on electronic editing systems is preferred. Knowledge of computers is helpful, but not necessary. If interested, please contact David Grober at CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x377.

ASSISTANT EDITOR, FEATURES

CWCI has an opening in the Editorial Department for an Assistant Editor, Features. Your chief responsibility will be to assist the Features Director and Associate Editor in producing the "In Depth" section of the newspaper each week. You may also work on the two scheduled *Extra!* magazines each year, as well as help out in the production of the Update section. You will edit for content as well as style the manuscripts chosen for publication by the Features Director. This editing requires author contact and independent research to verify the facts and clarify the opinions expressed. You will guide manuscripts and charts through the production process by laying out ads for the section, fitting copy to the pages, outputting copy, and checking proofs. You will file published manuscripts and correspond with authors on payment and copyright matters. There may be an opportunity for you to occasionally write and research toward producing a byline in "In Depth." You should also be able to contribute ideas regarding submitted stories or articles in the development stage. To qualify you should be familiar with the computer industry in general, and be capable of editing a variety of manuscripts which range from the extremely technical to more general management pieces. Editing experience is required, preferably on a computer industry publication. The ability to handle detailed work while meeting weekly deadlines is necessary. The position also requires someone who can work well with the art, desk, and production departments. To apply contact George Harrar, Features Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x325.

SALES SECRETARY

CWCI's Natick office is seeking a Sales Secretary. Responsibilities include organizing and maintaining the office library, updating the sales promotion tools, ordering and keeping track of office supplies, maintaining mailing lists, making travel arrangements, and other duties as needed. This position requires telephone contact with clients, so a pleasant telephone manner is essential. You should have good typing skills, word processing experience, and the ability to type from dictaphone. You would be working in a fast paced environment, which requires organization, flexibility, and adaptability. This position affords an excellent learning opportunity. For further information call Alice Longley at (617) 879-0700, x265.

ADVERTISING SUPERVISOR

InfoWorld is seeking an Advertising Supervisor to oversee the sales support staff consisting of ROP, Classified, and InfoLink coordinators, and the Billing Departments of InfoWorld. This position will be responsible for all reports regarding ad lineage, ad revenue, and pre-lineage per month. This person interacts with the Production Manager on inserts, gatefolds, special position requests, and any production matter relating to advertising. This person also keeps the premium position chart maintained and conducts different kinds of research for agencies, problem areas with credit and debit memos, and production errors. FA comp lists and promo mail lists are updated and maintained by this department. This position also handles all problems and complaints. The qualified applicant will be a person who has a communications background, preferably in publishing, and is familiar with deadlines and can work well under pressure; also great in organizational skills; and someone who is people oriented, as there will be heavy contact with fellow employees and advertisers and agencies. Contact Jim Curtis at (415) 328-4602, x223.

GENERAL OFFICE CLERK

InfoWorld has an immediate opening for a General Office Clerk. Duties include sorting and distributing internal memoranda; relieving receptionist on Rolm console during lunch, coffee breaks, and vacations; making photocopies; providing back-up phone coverage for Administration and Systems Departments; filing; and providing vacation coverage for mailroom/supply clerk. A high school diploma or equivalent is required. Prior office experience is a plus. Applicant must have reliable transportation. If interested, contact Bob Hoskins at InfoWorld, (415) 328-4602, x281.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

DEPARTMENT ASSISTANT

CWCI is now interviewing for the position of Department Assistant for the recently reorganized Corporate MIS Department. As a member of this department, the primary function of the MIS/International Assistant will be to support the Corporate MIS Director and the MIS Department. In this capacity, the assistant will assist in the daily responsibilities of the international financial systems, answer incoming calls, open and sort mail, process all incoming and outgoing paperwork, maintain a department filing system, monitor budget expenditures, make travel arrangements, and be responsible for the general administration of the department. The person who would be successful in such a position will have the ability to work comfortably with computers and their peripherals on a day-to-day basis inputting data, running reports, and assisting other users with minor problems. This position also requires the candidate to be self-motivating, able to take initiative, able to make decisions quickly, capable of working without supervision, extremely mature, and to conduct himself/herself with an air of professionalism. If interested, please send resume to Jeff Cordeiro, Corporate MIS Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x589.

ASSISTANT EDITOR

CWC/Peterborough has an opening for an entry-level Assistant Editor for 80-Micro. Responsibilities include proofreading and copy editing. Good language skills are necessary for this position. Applicants should send resumes to Denise LaSala, CW/Peterborough, 80 Pine Street, Peterborough, NH 03458.

MARKETING WIZARD

IDC's Publications Department needs a hands-on Direct Marketter whose skills range from creating compelling copy to directing entire campaigns. Ability to handle P&L responsibility also needed. Distinct opportunity to broaden product line as well as marketing channels. Please send resume and direct mail sample to: Department MU, IDC, 5 Speen Street, Framingham, MA 01701.

CONTRIBUTING WRITER

The Yates Prespective is looking for a Writer who can regularly contribute articles addressing issues of the UNIX market. The position requires experience in writing either marketing or technical articles. Knowledge of the UNIX market is preferred. The writer will be paid on a per-story basis. Please send a summary of your experience and samples of your writing to Rebecca Hurst, Editor, Yates Ventures, Inc., 3350 W. Bayshore Rd., Suite 201, Palo Alto, CA 94303.

CAR FOR SALE

1977 Ford Maverick; 2-door sedan; automatic; blue; power steering; 6 cylinder; original miles 64,000; radio; good condition; many new parts. Asking $1,695 or best offer. If interested, call Mitchell at CWCI at (617) 879-0700, x269.

MUSIC PARTNER

Is there anyone out there in IDG-land who would like to play a little recreational music? I am a guitarist (electric or acoustic) who likes blues and jazz. Call Steve, (617) 879-0700, x584.

IDG
INTERNATIONAL DATA GROUP

People
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Have you recently...

_____ won an award?

_____ made a speech?

_____ completed a course?

_____ been appointed or promoted to a new position?

_____ participated in community activities?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

NAME: _____
DEPARTMENT: _____
COMPANY: _____
PHONE/EXT: _____

ENGAGEMENTS/MARRIAGES:

Name _____
Dept./Title _____
Spouse's Name _____
Date _____
Place of Marriage _____
Honeymoon? _____

BIRTHS:

Name _____
Dept./Title _____
Spouse's Name _____
Baby's Name _____
Date of Birth _____
Weight, Length of Baby _____

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IDG UPDATE

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Volume 15, Number 25 June 24, 1985

CW/IMS Assists in MIM '85

MIM '85 (Montreal International Software Market) was held in Montreal, Canada June 3-5 in collaboration with CWCI's International Marketing Services. This event marked the first international software show on the North American continent. MIM '85 was organized by Montreal Software Marketing and financed by the Quebec and Canadian government in order to provide foreign market exposure and exchange between software sellers and buyers.

DIANA LA MURAGLIA, General Manager of CW International, provided brief remarks in French and English during the opening ceremonies. MIM '85 was also a covered event in CWCI's major international publications.

A total of 4,000 visitors from 30 countries attended the show, with 192 exhibitors from 12 countries, including Argentina, the Region of Walloon (Belgium), Canada, the People's Republic of China, the United States, France, Great Britain, Hungary, and Japan.

MIM '85 may be considered the true international promoters of software. According to the MIM '85 survey, 70% of the visitors found what they were looking

Continued on Page 4

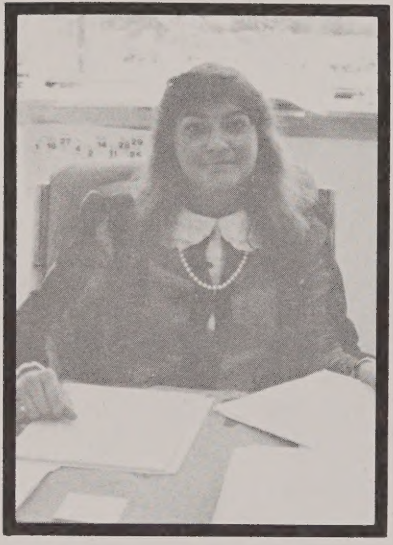
CWCI's International News Network

The CW International News Network is a corporate news service, headed by SUSAN BLAKENEY, which is fast gaining momentum and the attention of the communications industry.

Susan Blakeney

Continued on Page 4

IDG Personnel



Susan Perry

SUSAN PERRY, IDG's Corporate Personnel Manager, joined IDG in December, 1980. Susan is responsible for personnel-related activities of IDG and its domestic subsidiaries, including: benefits administration, training, employee relations, labor relations, new employee orientations, and last, but not least, the IDG Christmas Party. Susan is enrolled at the Wharton School, University of Pennsylvania, and is studying to become a Certified Employee Benefit Specialist. She is an active member in the American Society for Personnel Administrators (ASPA), as well as an article reviewer for the magazine that ASPA publishes, "Personnel Administrator." At this writing, Susan and her husband are in the middle of their second move in eight months to their new "200-year-old" home in Holliston. In her spare time Susan teaches aerobics.

Janet Ingrando

JANET INGRANDO is the Insurance Claims Administrator for IDG's domestic operations. Janet started with IDG in 1981 as an Assistant to the Personnel Administrator, and later was promoted to her current position to oversee all phases of insurance claims. Among her duties, she is responsible for comparison surveys with other companies within the industry to ensure that IDG continues to remain at the top of our industry in employee benefits. Janet has just completed a move to a new eight-room apartment, and her free time is spent attending flea markets and yard sales, giving her numerous projects in refinishing furniture and decorating her new home.

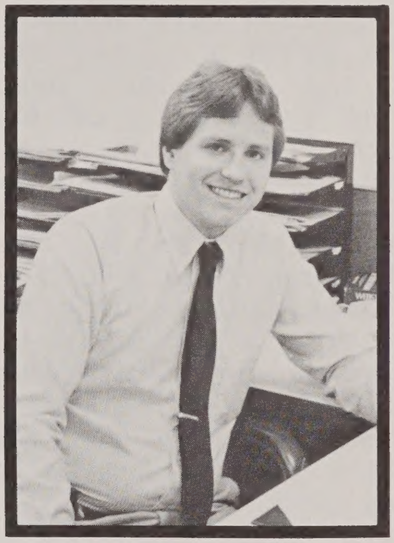
KELLY SIMAKAUSKAS is the Benefits Coordinator for IDG and its domestic subsidiaries. Kelly is responsible for processing and reviewing insurance claims,

Kelly Simakauskas

assisting employees with insurance-related questions, and acting as liaison for employees to State Mutual. Prior to coming to IDG, Kelly worked for State Mutual as a Claims Examiner, which was beneficial to her position with IDG. She enjoys watching her husband's softball games, the summer weather, and being with her friends. Kelly is anxiously expecting her first child in September.

Linda Bowes

IDG's Secretary/Receptionist is LINDA BOWES. In this position Linda greets visitors, does extensive telephone work, and assists the Accounting and Credit Departments with secretarial support and special projects as they arise. Other responsibilities include assisting the Personnel Department in setting up seminars and activities for the IDG family. In her spare time Linda enjoys dancing, landscape gardening, and traveling.



John Rudsit

JOHN RUDSIT is the Office Services Coordinator in charge of purchasing, warehouse inventory, shipping, receiving, and distribution of the IDG Update. John also coordinates maintenance for office equipment. Currently John is taking evening courses toward his degree in Business Management at Massachusetts Bay Community College. In his spare time John enjoys playing his guitar, swimming, and collecting rare Beatle records.

IDG

More News...

CW/IMS Assists in MIM '85

From Page 1

for. 57% were looking for software products; 47% were looking for the producers of software; all of the attendees were professional types; 50% of the visitors came from companies with business transactions of $3,000,000 (Canadian); 76% said they made the right contacts; and 70% are involved in technical jobs related to software.

Mr. Bergeron of Didakteh, (a producer of educational software) from St. Foi (a suburb of Montreal), stated in Le Soleil, the daily newspaper of Quebec City, that "MIM had more foreign buyers than Sicob."

CWCI's International News Network

From Page 1

Computer news, trends, analysis, and trade show coverage from around the world are incorporated into the Network. The news service is presently available to all CWCI news organizations and IDC offices around the world. Feeding the service are editors in fifteen countries, along with a newly established Hub News Bureau located in Paris, France.

Besides acting as CWCI's eyes and ears in Europe, the anchor person in Paris is also extending CWCI's reach by retaining stringers in Europe to handle news stories not normally handled by corners of the world contributing to the Network.

At present the Network represents news gathered from CW's publications family, for CW's publications family. The Network assures that all CW publications receive fast-breaking news of the computer industry -- no matter where it happens -- as soon as it becomes news.

Each week Susan gathers news from the expansive network of publications and, via electronic mail (and in some cases telex), transmits summaries of the most important stories to all network members. For CW's international newspapers, the Network offers a competitive news gathering edge. On the home front, the Network provides an international perspective for our publications, underscoring CW's corporate commitment to remain the world's most complete and authoritative leader in computer-related news publishing.

Under the auspices of the International Department, the Network represents the joint effort of all wholly-owned CWCI editorial subsidiaries around the world.

All CWCI editorial and IDC offices around the world are encouraged to use the Network. Interested parties are invited to contact Susan Blakeney at CW headquarters; or through electronic mail, (CWCI.S/Blakeney).

CW COMMUNICATIONS/INC.

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

June 24, 1985

TOPIC: DBASE III FUNDAMENTALS

DATES: July 16th, Loew's Glen Pointe Hotel, Teaneck, NJ. September 23rd, Ramada Hotel O'Hare, Chicago, IL.

COST: $295 per person.

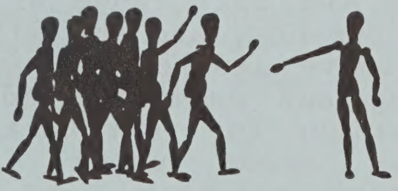
The Software Institute of America presents this seminar as a detailed tour of the world of dBASE III. You'll start by gaining control over dBASE with 10 simple words, and work your way through each of the major areas of the program. You'll learn how to design the perfect database for your application and how to modify it when your needs change. You won't be expected to have any prior knowledge of dBASE III or any other database program. This seminar is ideal for data entry operators, data processing managers, software trainers, and system analysts. The course outline includes: dBASE in Ten Words, Creating a File Structure, Controlling the Current Record, Putting a File in Order, Searching Through a File, Changing a File's Structure, Output to Printer and Disk, Writing Reports, and Printing Labels.

TOPIC: MANAGERIAL TECHNIQUES FOR SECRETARIES & ADMINISTRATIVE ASSISTANTS

DATES: July 23rd, Sheraton Wayfarer, Manchester, NH. July 24th, Park Plaza Hotel, Boston, MA.

COST: $165 per person. $150 per person when 3 or more enroll from the same organization.

This one-day seminar presented by Dun & Bradstreet will help you build professionalism and recognition, by using the same principles that help your manager succeed. Among the many skills you will acquire, you will learn how to tame the telephone, reduce interruptions, and meet and beat deadlines. The workshop outline includes: Increasing Your Value to Managers by Helping Them Achieve More, Working Together For Greater Team Success, Keeping Your Secretarial House in Order, Using Special Communication Techniques That Produce More Willing Cooperation, Handling Conflicts, Crises and Complaints: Stress Management.



TOPIC: FUNDAMENTALS OF FINANCE & ACCOUNTING FOR THE NON-FINANCIAL EXECUTIVE

DATES: July 23-24, Sheraton Inn, Lexington, MA. September 9-10, Marriott Copley Place, Boston, MA.

COST: $695 per person.

Boston University Metropolitan College presents a two-day seminar designed to broaden and clarify an executive's understanding of the numerical side of business. You will be discussing financial analysis, accounting cycles, costs, depreciation, working capital, cash flow, and principles of budgeting. This course will allow you to communicate confidently with others using financial data and thereby enhancing your own professional development. The course content includes: Financial Reporting & Key Concepts, The Accounting Process & the Cycle, The Balance Sheet, The Income Statement, Cash and Funds Flow Analysis, Practical Aspects of Cost Accounting, Fixed Assets, Applying the Concept of Accounting to the Future, and more.

TOPIC: GETTING STARTED WITH LOTUS 1-2-3

DATES: July 31 - August 1, The Newton Center, Newton, MA.

COST: $695 per person. Fee includes complete materials package, reception and coffee breaks.

Computer Competence Seminars presents a two-day seminar where you will become familiar with and use the full range of Lotus 1-2-3 commands, and you will put what you've learned to work in planning and designing specific applications for your particular business needs using 1-2-3's worksheet, graphics, and database capabilities. The seminar outline includes: Using 1-2-3 as a Professional Business Tool, Introducing the Spreadsheet, Financial Modeling with 1-2-3, Exploring Information Management, Structuring Databases, Combining Worksheets, Audit Procedures, Designing Templates, Introducing Graphing, Printing, and Managing Your PC.

TOPIC: BASIC BUSINESS WRITING CLINIC

DATES: August 5th, Sheraton Wayfarer Inn, Manchester, NH. August 6th, Westin Hotel Copley Place, Boston, MA.

COST: $95 per person, includes seminar instruction, workbook/reference manual, and refreshment breaks.

Dun & Bradstreet is offering a one-day seminar for you -- the person who understands that clear, well-edited and gramatically correct business correspondence can: give your organization the "professional" image it deserves, help you become more valuable to your boss, increase your chances for promotion, communicate your ideas with power and precision, and give your greater confidence about every part of your job.

INFORMATION REQUEST COUPON

Name: ____________________

Company: ____________________

Address: ____________________

____

Telephone: ( ) ____________________

Seminar Info. Requested: __________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

People

Congratulations to JOAN SANDERSON of IDC's MAST Department, who was recently wed to Gary Gonthier. The wedding took place on May 26th at St. Paul's Church in Hingham, Massachusetts. Following the ceremony, a reception was held at Hugo's Lighthouse in Cohasset, Massachusetts. Joan and Gary took a honeymoon cruise through the western Caribbean on the Song of Norway, Royal Caribbean Line. Best wishes to both of you in your new life ahead!

BEVERLY CRANE, of PC World's Advertising Services, was recently engaged to Frank Schneider. The couple has set a wedding date of late August. Join us in wishing Beverly and Frank all the best!

On June 12, SHELLEY BAKST, Manager of Client Services for IDC's Office Automation Market Planning Services (OAS), was invited to give a two-hour presentation to clients of the North American Computer Exchange. The presentation focused on growth technology for the 80's and 90's, including: artificial intelligence, image processing, and optical storage. The conference was held at the Sonesta Hotel, and was attended by 50 vice presidents and MIS directors of Fortune 1000 companies. Congratulations, Shelley!

Promotions

WALTER E. FRIESENDORF, of Wayne Green Enterprises, has been promoted to the position of Associate Editor for PICO, The Briefcase Computer Report. He will be responsible for editorial content, budget, circulation, and any new projects relating to PICO. He also retains his duties as the Advertising Director for TELE, The Communications Magazine for Business. In addition, Walter is responsible for demographic studies and reader surveys at WGE. Congratulations!

New Employees

CWCI's Shipping and Receiving Department is pleased to welcome MICHAEL STEINBERG to the team. Michael will be responsible for logging in vendors and shipping express packages out overnight, and distributing supplies throughout the company. Michael previously worked for Stateline Potato Chip Company as a Route Salesman, delivering potato chips. Michael is a graduate of Massachusetts Bay Community College with a Major in Business. When away from work, Michael enjoys skiing, fishing, swimming, and rollerskating hockey.

Another new face at CWCI is PAMELA SAVELLO, the new voice at the reception desk. Pamela will be answering direct calls, greeting visitors, and booking conference rooms. Prior to coming to CWCI, Pamela worked at Union Financial Services as a Loan Processor in charge of processing and closing loans. Pamela is interested in running and dancing, and would like to thank everyone at CW for making her feel right at home. Welcome aboard, Pamela!

WILLIAM THERRIAULT was recently hired as Chief Financial Officer at Wayne Green Enterprises in Peterborough, New Hampshire. He will be responsible for directing the accounting functions and overseeing corporate acquisitions. Prior to joining WGE, William was the Controller for Organizational Dynamics, a management consultant firm based in Burlington, Massachusetts. Prior to that he was a Bank Auditor for the State of New Hampshire and for the FDIC. He is presently working on his Masters Degree, and has a Bachelor of Business Science Degree from New Hampshire College. When not working, William enjoys camping, fishing, and skiing.

Anniversaries

One-Year Anniversaries

Purvis Boatwright, PCW
Stephen Bosley, IDC
Rick Buroni, IDG
Kathleen Burton, CWCI
Michele Daniello, CWCI
Brad Gross, WGE
Graham Heywood, WGE
Nancy Langmeyer, CWCI
Sandra Munn, IDG
David Peterson, CWCI

Two-Year Anniversaries

Donna Sharee, PCW

Five-Year Anniversary

Cynthia Delany, CWCI

Twelve-Year Anniversary

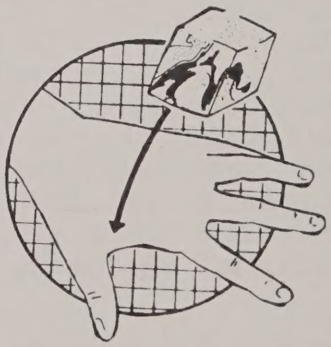
Kathy Dinneen, CWCI

Consider This

New Toothache Treatment

Doctors from McGill University in Canada have discovered a simple way to ease the pain of a toothache - apply ice to the web of skin between your thumb and index finger. The study shows that ice massage relieves the intensity of the pain by 50% or more in the majority of patients. The doctors applied ice cubes (wrapped in gauze) to the hand on the same side of the body as the pain for seven minutes, or until the area felt numb, whichever came first.

"It's well known," said doctors, "that transcutaneous electrical stimulation (electrically stimulating the skin with an electrode) and acupuncture applied to the Hoku acupuncture point (which lies in the web between the thumb and the index finger) diminishes dental pain."



"To show that ice is effective is a great boon," says Dr. Ronald Melzack of McGill University. "Transcutaneous electrical stimulation is widely used for many kinds of pain, but the machinery is very expensive, and to do acupuncture you need an acupuncturist."

"The good thing about this," Dr. Melzack said, "is that if you get a toothache at a restaurant or when you are out someplace, you can just apply ice."

Classified

SHIPPER/RECEIVER

CWCI is looking for an energetic individual to handle our shipping/receiving area. Your responsibilities will include logging in all publications, courier deliveries and pickups, UPS, local courier service, and all incoming and outgoing freight. You will also be responsible for the inventory of office supplies, a weekly courier report, and various duties assigned by the Mail Center Supervisor. Willingness to work as a team member, organizational skills, and good communication skills are a must. It would be helpful if this person had prior shipping/receiving experience. However, training for the right person will be offered. To apply, please call Jim Pernock at CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x373.

ASSISTANT EDITOR, FEATURES

CWCI has an opening in the Editorial Department for an Assistant Editor, Features. Your chief responsibility will be to assist the Features Director and Associate Editor in producing the "In Depth" section of the newspaper each week. You may also work on the two scheduled Extra! magazines each year, as well as help out in the production of the Update section. You will edit for content as well as style the manuscripts chosen for publication by the Features Director. This editing requires author contact and independent research to verify the facts and clarify the opinions expressed. You will guide manuscripts and charts through the production process by laying out ads for the section, fitting copy to the pages, outputting copy, and checking proofs. You will file published manuscripts and correspond with authors on payment and copyright matters. There may be an opportunity for you to occasionally write and research toward producing a byline in "In Depth." You should also be able to contribute ideas regarding submitted stories or articles in the development stage. To qualify you should be familiar with the computer industry in general, and be capable of editing a variety of manuscripts which range from the extremely technical to more general management pieces. Editing experience is required, preferably on a computer industry publication. The ability to handle detailed work while meeting weekly deadlines is necessary. The position also requires someone who can work well with the art, desk, and production departments. To apply contact George Harrar, Features Director, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x325.

PLANNING & BUDGETING ASSISTANT

Based in Paris (Neuilly), this newly created position will include the following responsibilities: organization and follow-up of timely planning, budgeting and reporting procedures; checking the consistency of annual budgets prepared by CWCI subsidiaries for 20 weekly or monthly publications in Southern Europe; checking and analyzing monthly reports sent by subsidiaries; consolidation of the monthly results in coordination with CWCI U.S. headquarters; preparing and updating models to simulate the financial impact of market trends and product life cycles on company's results. These duties will necessitate extensive use of Lotus 1,2,3, electronic mail, word processing, and graphics on an IBM PC. The qualified candidate should be able to work independently, demonstrate good organizational skills, and be able to communicate with various nationalities. Knowledge of computers and electronic spreadsheets would be an advantage. Please send resume with handwritten letter to Axel Leblois, Computerworld Communications, 185 Avenue Charles-de-Gaulle, 92200 Neuilly-sur-Seine, France.

ADVERTISING SUPERVISOR

InfoWorld is seeking an Advertising Supervisor to oversee the sales support staff consisting of ROP, Classified, and InfoLink coordinators, and the Billing Departments of InfoWorld. This position will be responsible for all reports regarding ad lineage, ad revenue, and pre-lineage per month. This person interacts with the Production Manager on inserts, gatefolds, special position requests, and any production matter relating to advertising. This person also keeps the premium position chart maintained and conducts different kinds of research for agencies, problem areas with credit and debit memos, and production errors. FA comp lists and promo mail lists are updated and maintained by this department. This position also handles all problems and complaints. The qualified applicant will be a person who has a communications background, preferably in publishing, and is familiar with deadlines and can work well under pressure; also great in organizational skills; and someone who is people oriented, as there will be heavy contact with fellow employees and advertisers and agencies. Contact Jim Curtis at (415) 328-4602, x223.

COPY EDITOR

Micro Marketworld has an immediate opening for a Copy Editor, whose responsibilities include: editing news and features for grammer, style and consistency; proofreading page proofs; rewriting page proofs; rewriting press releases for the products section; and writing headlines. The position requires: a sharp eye for detail; the ability to work under the pressure of daily deadlines; and some journalism experience and/or a college degree with emphasis on journalism. Experience on electronic editing systems is preferred. Knowledge of computers is helpful, but not necessary. If interested, please contact David Grober at CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x377.

CONTRIBUTING WRITER

The Yates Prespective is looking for a Writer who can regularly contribute articles addressing issues of the UNIX market. The position requires experience in writing either marketing or technical articles. Knowledge of the UNIX market is preferred. The writer will be paid on a per-story basis. Please send a summary of your experience and samples of your writing to Rebecca Hurst, Editor, Yates Ventures, Inc., 3350 W. Bayshore Rd., Suite 201, Palo Alto, CA 94303.

CAR FOR SALE

1981 Buick Skylark. Front wheel drive, excellent condition, loaded! A/C, AM/FM radio, new radials, new brake job. 83,000 miles. Asking $3,600 - negotiable. Call Terri Russo at IDG, (617) 875-5000, x434.

AKC CAIRN TERRIER PUPS

"Little dogs that love people." Charming, intelligent, alert, protective. Adapts well to apartments or yards; loves children. Champion sired, family raised. Ready to go July 15th. Two males. Call Paula Foss, CWCI, (617) 879-0700, x462.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

MOTORCYCLE FOR SALE

1980 Honda 750 Custom. Only 1,800 miles. Showroom condition. Best offer. Contact Stan at (609) 799-7636.

CAR FOR SALE

1980 Honda Accord hatchback; blue; 46,000 miles; AM/FM radio; standard transmission; excellent condition (no rust); $3,800. Contact Ann Morley (Tuesdays or Thursdays) at IDC, (617) 872-8200, x362.

FOR SALE

Two-bedroom, two-bathroom, seven-year-old ranch house near Hyannis Mall, Hyannis, Massachusetts, for $83,900. Please contact Shelley Bakst at IDC Framingham, 872-8200, x275.

MUSIC PARTNER

Is there anyone out there in IDG-land who would like to play a little recreational music? I am a guitarist (electric or acoustic) who likes blues and jazz. Call Steve, (617) 879-0700, x584.

CAR FOR SALE

1977 Ford Maverick; 2-door sedan; automatic; blue; power steering; 6 cylinder; original miles 64,000; radio; good condition; many new parts. Asking $1,695 or best offer. If interested, call Mitchell at CWCI at (617) 879-0700, x269.

1985
VACATION
WELCOME BACK!
IN
HAWAII
Bost

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 26 July 1, 1985

CW's International Managers Convene in Luxembourg

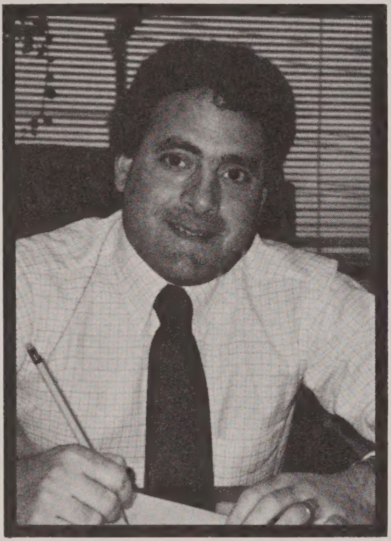
The CW Communications worldwide management team recently completed a week of intense meetings in Luxembourg, hosted by CWCI President WALTER BOYD. Attendees included the Managing Directors of CWCI's publishing operations in Argentina, Australia, Brazil, Canada, Denmark, France, Germany, Japan, Mexico, Netherlands, Norway, People's Republic of China, Southeast Asia, Spain, Switzerland, United Kingdom, United States, and Venezuela.

Monday's meetings were devoted to a general review of the 1984/1985 operations, serving to update everyone on CWCI's worldwide activities. On Tuesday and Wednesday, all attendees participated in four workshops: "Computing in 1990," conducted by WILL ZACHMANN of IDC; "Motivation, Creative Management, Organization Planning, and Strategy," conducted by BART RHOADES of PC World; "The Computer Challenge," conducted by ALAN POWER,

Continued on Page 4

Other attendees included: TOM CASALEGNO, RUBEN ARGENTO, MARTIN DURHAM, MARION KIBBEE, PREBEN ENGELL, TERRY GRAHAM, MORTEN HANSEN, ERIC HIPPEAU, NEIL KELLEY, BENGT MARNFELDT, CHEN MINGKUN, JIM POVEC, DEBRA WETHERBEE, SHUJI MIZUGUCHI, HENRY MORALES, RICHARD SMALL, DAVID NAIDU, GEBHARD OSTERWALDER, LEE VIDMER, ECKHARD UTPADEL, KALMAN VON VAJNA NAGY, JOOP WITVOET.

CWCI New York Sales



Fred LoSapio

District Manager for Computerworld is FRED LOSAPIO. Fred graduated in 1972 from Jacksonville University in Florida. He lives with his wife, Nancy, and two children, Fred, Jr. and Margaret, in Madison, New Jersey. In his spare time he enjoys camping and fishing and working around the house doing remodeling and repairs.

Joan Daly

District Manager for Computerworld's New York Sales office is JOAN DALY. Joan attended the University of Massachusetts at Amherst, receiving a B.B.A. in Marketing. She resides in Hillsborough Township, New Jersey, and enjoys biking, aerobics, hiking, skiing, reading, horseback riding, and selling advertising space.

Mike Masters

Eastern Regional Director for Computerworld is MICHAEL MASTERS. Mike joined CWCI in 1980 as District Manager, covering New York and the Southeastern territory. He is now Regional Director from Danbury, Connecticut all the way to Fort Lauderdale, Florida. Mike resides in Wayne, New Jersey with his wife, Nancy, daughter Lauren, and son Ryan. He enjoys tennis, skiing, jogging, and sailing.

Betsy LaPlaca **Madelyn Spada**

Regional Manager for Micro Marketworld is BETSY LAPLACA. Previous to joining the company in December, 1984, Betsy spent five years selling personal computers for companies such as Lanier and Control Data Corporation. She claims to be an "athletic nut" who thrives on playing basketball, tennis, skiing, and swimming.

MADELYN SPADA is Sales Coordinator for Micro Marketworld, having been with the company since August, 1984. She enjoys music, the beach, and traveling.

Charles Babcock

CHARLES BABCOCK is the New York Correspondent for Computerworld, based in Paramus, New Jersey. Charles covers events of interest to Computerworld readers in the New York metropolitan area, and seeks out large system users who can give us newsworthy items. He holds a Bachelor's Degree in Journalism and American Studies from Syracuse University. Coming to Computerworld from a daily newspaper background, Charles found his interests evolving from politics and government to science, health, and business. He received his initiation to computers by covering activities at two large IBM installations near Binghamton, New York. He enjoys hiking, camping, cross-country skiing, and collecting first edition books. Charles and his wife, Janice, are presently restoring their 1851 house. They have a son, Adam, and daughter, Daska.

Gale Paterno **Susan Larson**

GALE PATERNO joined CWCI in January, 1983 as Computerworld Sales Assistant. She was previously Account Manager for Computerworld's Buyers Guides, and is presently Account Manager for Computerworld Focus Publications. Gale resides in Passaic, New Jersey, and enjoys tennis, aerobics, and dancing.

Sales Assistant for Computerworld is SUSAN LARSON. Susan first joined the company in 1984 as secretary to IDC, On Communications, and Focus Publications. She has been married for 1-1/2 years, and lives in Riverdale, New Jersey with her husband, John. She enjoys photography, mountain climbing, crafts, camping, and all outdoor activities.

Mary Burke & Denise Langhaar

Office Manager/Sales Assistant is MARY BURKE. Mary joined Computerworld in October, 1983 as Sales Coordinator for Micro Marketworld, and is now working on Computerworld. She handles client inquiries and response cards, and prepares monthly share of market reports for the New Jersey and Atlanta offices. Residing in Tappan, New York, Mary enjoys reading, camping, traveling, and music.

DENISE LANGHAAR is the Receptionist for CW's New York Sales office. Starting with the company in August, 1984, Denise operates the switchboard, greets incoming visitors, and performs other clerical functions. She is a graduate of Paramus High School, and attended Bergen Community College. She enjoys hiking, rafting, and cooking.

Diane DeAngelis

Sales Secretary in the Paramus office is DIANE DEANGELIS. She is responsible for secretarial support to three other staffers, covers the phone, and does word processing. Diane is married, and lives in Saddle Brook, New Jersey. Her spare time hobbies include aerobics and cooking.

More News...

CW's International Managers Convene in Luxembourg

From Page 1

Vice President/Pacific Region; and "Planning, Launching, Monitoring, and Running Specialty Publications," conducted by AXEL LEBLOIS, Vice President/Southern Europe.

On Tuesday evening, Axel Leblois gave an impressive demonstration of France's videotex system, and on Wednesday evening, the four workshop leaders held a wrap-up session where the events of the two days were summarized. On Thursday morning, a guest speaker presented a session on "Managing Hypergrowth," and the afternoon was devoted to team role-playing and problem-solving.

A detailed long-range planning session was conducted by IDG's TIM MCNEILL, Vice President of Corporate Development, which included identification of strategic issues and concerns confronting CWCI. IDG Chairman PAT MCGOVERN addressed the future of CWCI, and reviewed the corporate goals and culture. The final event on the last day was a review of cash flows, financial forecasting, and general financial information as presented by BILL MURPHY, Vice President/ Finance of IDG, and IAN THALMESSINGER, IDG's European Controller.

The most anticipated event of the week, the Chairman's Awards Dinner, was held Friday evening. It will be long remembered for its trumpeter greeting and folklore dancers.

Many congratulations to the winners of this year's Chairman's Awards:

- GREATEST INCREASE IN ADVERTISING SHARE OF MARKET -- Computerwoche in West Germany
- MOST SUCCESSFUL NEW PUBLICATION LAUNCH -- OPC in France
- GREATEST PERCENT INCREASE IN PAID CIRCULATION REVENUES -- Le Monde Informatique in France
- GREATEST PERCENT INCREASE IN ADVERTISING REVENUES -- Computerworld Espana in Spain
- CHAIRMAN'S AWARD FOR OVERALL EXCELLENCE -- Axel Leblois and the entire CWCI team in France

Special recognition and thanks are also due to this year's meeting coordinators, MARION KIBBEE of CWCI/U.S. and BEATRICE COUPERIE of CWCI/France. Thanks to their excellent efforts, the meetings worked like a charm.

IDC Briefing Sessions Must Go On . . .

The old saying became reality for IDC's European operations when a sudden general strike by air traffic controllers in Sweden caused IDC to implement plan "B."

Immediately after presenting the first Briefing Session in Copenhagen, IDC speakers had to travel overnight by train and ferry to the second venue -- Stockholm. The group arrived just moments before the session was due to start. It obviously takes more than an airline dispute to prevent the IDC Briefing Sessions from being a success.

In recognition of WILL ZACHMANN's fine contributions in research coordination and worldwide participation in IDC's Briefing Sessions, the European offices presented Will with a jogging suit bearing the personalized motif, "No Guts No Glory." Presentation was made by Lisbeth Nilsson (IDC Scandinavia) and Paul Homer (IDC Europa).

Having fulfilled IDC's commitments in Scandinavia, plan "C" was accomplished by chartering an eight-seat private aircraft which took Chairman PAT MCGOVERN, WILL ZACHMANN (IDC), JACK HART (IDC), AARON GOLDBERG (IDC), FONS KUIJPERS (IDC Europa), PETER MARVIT (Yates), and PAUL HOMER (IDC Europa) to the next city -- Amsterdam.

Despite the travel difficulties, the European Briefing Sessions were very successful, with over 800 attendees across seven cities, a 40% increase in attendance over last year.

At the end of the two-week tour, which also included Paris, Frankfurt, London, and for the first time Brussels, nearly 800 senior industry executives had attended all the European Briefing Sessions.

Presentations included an introduction by PAT MCGOVERN for the first week, and by PETER ROWELL thereafter. Industry topics focused on an Industry Update Complemented by 1985 Predictions (Will Zachmann); Micro Market Trends (Aaron Goldberg); a user perspective entitled "MIS Challenge" (Jack Hart); European Market Overview (Fons Kuijpers); Trends in Operating Systems (Peter Marvit); and country presentations by the following European staff: Claus Hesselberg, Denmark; Karl-Ake Soderberg, Sweden; Hubert Van Onna, Holland; Alain Cousin, Belgium; Charlotte Gillot, France; Erik Hargesheimer, West Germany; and Kris Wicka, United Kingdom.

With 800 attendees across seven cities, we can safely say that the IDC European Briefing Sessions were a smashing success!

People

Congratulations to JANET (SPARRE) BIRD, of IDC's Corporate Services Department, who was recently wed to David Bird. The wedding took place on June 15th at St. Brigid's Church in Lexington, Massachusetts, where Janet's sisters, Susan Silva and Carol Famosi, were matrons of honor. A reception followed at the Holiday Inn in Newton. After the wedding, Janet and David took a honeymoon trip to Vermont.

New Employees

IDC's CIMS group is pleased to welcome JOAN-CAROL BRIGHAM to the team. Joan-Carol is the new Graphics Industry Analyst contributing to the CIMS report in areas of graphics hardware, displays, printers, plotters, and pointing devices. She comes to IDC from Wang Laboratories, Inc., where she worked as a Special Projects Coordinator defining applications and user interface. Joan-Carol graduated from the University of Illinois with a Degree in Geology/Geography. In her spare time she enjoys cooking (especially ethnic), running, skiing, swimming, and anything to do with being outdoors.

SHEILA MILLIGAN is the newest face in PC World's Advertising Services Department. She is their new Marketing Assistant, and works on trade shows and reader service response. Sheila formerly worked as a Customer Service Representative. She attended Boise State University, majoring in Business Management. Sheila lives in Foster City, California, and she enjoys running, riding, cooking and baking.

DEBORAH FICKLING of CW/Communications has been promoted from Copy Editor to Assistant Editor, Features. Deborah joined Computerworld in February, 1984 from Boston University, where she worked at times as an Editor, Copy Editor, and Proofreader. In addition to her regular work on the copy desk at CW, she has taken on the responsibility for charts and the Calendar section. Congratulations on your promotion, Deborah!

A new face at CW Communications is CAROL A. TARCHARA, who joined the company in January, 1985. Her responsibilities as Media Kit Distributor include combining market and media facts for the CW and On Communications media kits, and distributing them to the CW Sales offices throughout the United States. Carol was formerly a Dietary Aid at Goddard Memorial Hospital. She attends Bridgewater State College, where she will receive a B.A. Degree in the fall of 1985, majoring in Communications and Speech. Carol is single, and resides in Stoughton, Massachusetts. She enjoys dancing, singing, aerobics, classical music, camping in New Hampshire, skiiing, and swimming, and is interested is cosmetology. She sings in a vocal trio called "The Entertainers, III" for private parties and functions. Welcome to the team, Carol!

Anniversaries

One-Year Anniversaries

Isabella Barbagallo, CWCI
Roy Kops, PCI
Hans Marquardt, IDC
Gale Mitchell, PCW
Bonnie Monte, PCW
Kathleen Sullivan, CWCI

Two-Year Anniversaries

Barbara Adamson, PCW
Richard Arzaga, PCW
Peter Bartolik, CWCI
Peter Rowell, IDC

Four-Year Anniversaries

Barbara Brown, PCI
Kathleen Heeney, LR
Maureen Sullivan-Falzone, CWCI
Bernell Wright, LR

Fitness Focus

Calcium and Exercise Build Bones

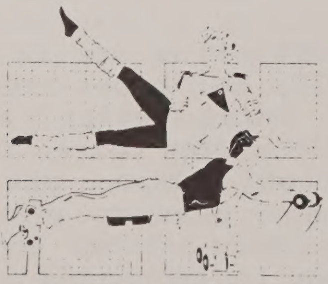
While most of us are fully grown at age 18, our bones continue to develop until we're about 35 years old. The more bone mass development takes place, the better our chances of avoiding broken bones later in life. Bone mass is increased by physical activity, and exercise makes our bones stronger.

Eating enough calcium daily also helps to build bones. A study in Yugoslavia showed that people with high calcium intakes had more bone mass at age 35 and throughout life than people with low calcium intakes.

Hormones are also important. While all people lose bone mass as they age, the loss is greatest for women after menopause. In fact, the normal rate of bone loss for women doubles at menopause.

R.P. Heaney, M.D. of Creighton University is a researcher who was involved in a 20-year study of women and bone health. He cites several factors that have positive effects on bone strength: genes, vitamin D, sunshine, and multiple pregnancies. He notes that excessive caffeine (20 cups of coffee per day) and excess protein intake are thought to affect bone mass negatively.

Where can you get calcium? You should get calcium from food rather than from pills. The recommended dietary allowance of 800 milligrams of calcium is set for young adult women, Heaney noted, and probably should be higher. He recommends 1,200 to 1,500 milligrams per day for adult women, which is twice what most women eat now.



Until more data is available, eating 1,200 to 1,500 milligrams of calcium each day seems to be the best advice. So strengthen your good habits. Eat well and play hard in the sunshine!

Etcetera

ATTENTION INTERNATIONAL OFFICES

If you would like to see your employees listed under the "Anniversaries" section of the Update, simply submit a list each month of those celebrating an anniversary, along with the number of years they have been with the company to the attention of Vickie Bagley, IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701, U.S.A.

NEED EXTRA COPIES?

If your department is not receiving enough copies of the IDG Update each week, if you receive too many, or if your copies are being directed to the improper person, please use the coupon below to rectify the situation.

COMPANY: ____________________

DEPARTMENT: ____________________

PERSON RECEIVING COPIES: ____________________

# NEEDED: ____________________

OTHER: ____________________

Mail to: IDG Update, Attn: Vickie Bagley, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701.

Classified

ASSISTANT EDITOR

Micro Marketworld has an immediate opening for an Assistant Executive Editor. This person will assist the Executive Editor by editing news and feature stories, working with reporters, and coordinating pages with production. In addition, the Assistant Executive Editor is in charge of soliciting, editing, and processing payment for all free-lance assignments. Some news and feature writing may be required. This person must be highly organized. This person should enjoy and be good at juggling several tasks at once. The ability to work independently is essential, but the Assistant Executive Editor also must be able to work well with a staff of reporters. This person must be able to write clearly, edit copy for content and style, and work well under deadline pressure. Interested persons should send cover letter, resume and salary requirements to: Katy Gurley, Executive Editor, MMW, 375 Cochituate Rd., Framingham, MA 01701.

COPY READERS

CWCI has two openings in its busy Editorial Department for Copy Readers. Duties will include the following: proofreading page proofs; headline writing; editing news copy for grammar, consistency and style; and working with an electronic, CRT-based computerized system to edit stories and electronically paginate Computerworld pages. A sharp eye for detail and the ability to work under pressure of daily deadlines are required. An excellent grasp of spelling and English grammar are a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send resume, including salary requirements, and a one-page sample of expository writing to: Charlotte Ziems, CWCI, 375 Cochituate Rd., Framingham, MA 01701. No phone calls, please.

EDITOR - MICRO MARKETWORLD

CWCI has an immediate opening for the position of Editor of Micro Marektworld. The position reports to the Publisher of MMW. The editor is the heart of the publication, setting the editorial direction, tone, and look. The editor is the spokesperson for the publication and promotes it in the industry. Responsibilities will include establishing and directing the editorial viewpoint; promoting the publication throughout the industry by visiting companies and target readers and participating in industry events; administering and developing the budget; hiring and firing; establishing policy; supervising the executive editor and managing editor; and motivating and maintaining staff morale. The successful candidate will have: at least six years of newspaper or magazine experience, with at least one of those years editing news and features; an additional year in a management position on a magazine or newspaper; several years experience in covering the computer industry or general business; and proven ability to manage a staff of more than ten people. Demonstrable skills: ability to edit, write, manage, and present good public appearance. College degree or equivalent, with emphasis in journalism. Masters Degree in journalism or business desirable. To apply, please call Art Shields at (617) 879-0700, or send resume to Micro Marketworld, 375 Cochituate Rd., Box 880, Framingham, MA 01701.

ACCOUNT MANAGER/SALES PROMOTION

The CWCI Sales Promotion Department has an immediate opening for someone to work as an Account Manager on one or more sales promotion accounts. You will be responsible for the production of complete sales promotion campaigns, from copywriting to finished product. To qualify you should have demonstrable writing skills for collateral materials, at least three years experience in account management, and the ability to be responsible for everything to do with a sales promotion account. If interested, please send resume to: Liz Johnson, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0900, x312.

ADVERTISING SALES

CWCI has an immediate opening for an Advertising Space Salesperson. This position will be based in our Menlo Park Sales Office with responsibility for advertising space sales throughout Northern California. The successful candidate should have advertising space sales experience and familiarity with the microcomputer market. To apply, please contact Joe Kerwin at Micro Marketworld, 18004 Sky Park Circle, Suite 100, Irvine, CA 92714, (714) 250-1305.

ORGANIZED TENNIS

After numerous attempts to find a few regular tennis partners, I wonder how many others in the company share the same frustration. I would like to gather comments and suggestions regarding interest in partner-matching, ladder competition in singles and doubles, end-of-season tournament, and any other tennis-related activities. If interested, please forward your ideas and show of interest to Bob Chiler, IDC DP, (617) 872-8200, x307.

HOME FOR PET

"Reggie," a 4-5 year-old purebred Irish setter needs a new home. His owner is moving to a "no pets allowed house." He is a healthy, gentle, house-trained dog who loves people. Please call Clint Wilder, CWCI, (617) 879-0700, x344 if interested. Call evenings at (617) 745-8741.

RIDE WANTED

Looking for someone to car pool and share expenses from Keene, NH to Peterborough, NH. Hours are 9am-5pm. Call Lafe Low at inCider, (603) 924-9471, x127.

DRAFTING TABLE

Solid oak drafting table with mayline, lamp, stool, hand-held waxer, and more. $200 for everything. Call Laura at Micro Marketworld, (617) 879-0700, x 561.

CAR FOR SALE

1981 Buick Skylark. Silver with blue interior. Front wheel drive, excellent condition, loaded! A/C, AM/FM radio, cruise control, new radials, new brake job. Asking $3,600 - negotiable. Call Terri Russo at IDG, (617) 875-5000, x434.

IDG'S TEN CORPORATE VALUES

- DEDICATED TO OUR MISSION -- INFORMATION SERVICES ON INFORMATION TECHNOLOGY
- RESPECT FOR THE DIGNITY OF EACH INDIVIDUAL
- INVEST IN OUR PEOPLE THROUGH TRAINING
- KEEP CLOSE TO OUR CUSTOMERS
- PRODUCE PRODUCTS OF THE HIGHEST QUALITY
- EXCELLENCE IN CUSTOMER SERVICE
- KEEP RESPONSIVE TO CHANGES IN OUR MARKETPLACE
- DECENTRALIZED MANAGEMENT STYLE -- INDEPENDENT BUSINESS UNITS
- KEEP THE CORPORATE STAFF LEAN
- ACTION-ORIENTED "LET'S TRY IT"

IDG UPDATE

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IDG UPDATE

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Volume 15, Number 27 July 8, 1985

IDC Japan Celebrates 10 Years

In honor of IDC Japan's tenth anniversary, a reception was held Thursday, June 13th at the Akasaka Prince Hotel in Tokyo. Two hundred top executives and senior technical personnel of Japan's computer industry leaders, key government officials, and MIS directors of Japanese companies attended the 10th anniversary party. Also present were IDG Chairman PAT MCGOVERN and IDC President PETER ROWELL, and a number of IDC managers from the United States.

IDC Japan 株式会社
創立10周年謝恩パーティー

PAT MCGOVERN gives a speech to the assembled hoard, part of which he spoke in Japanese to the astonishment of the crowd. The simultaneous translator automatically did his job and translated Pat's Japanese speech back into English!

Dr. Ono, President of NEC Systems Corporation, spoke to the guests of how IDC Japan has become the leading source of computer industry market facts and figures in Japan, mentioning how IDC has played a key role in increasing world understanding of the importance of the computer industry to economic progress and the prosperity of mankind.

The Japanese Minister of Telecommunications was also present, and commented that under Mr. YUJI OGINO's leadership IDC has aided Japan in planning for the reorganization and modernization of the data communication network.

Spotlight

CW Typesetting & Purchasing

Carol Pollack

CWCI's Typsetting Manager is CAROL POLACK. Carol has been with CW for six years, three years of which she has occupied the position of Typsetting Manager. Aside from her responsibilities associated with the daily production of the various publications hailing from the Framingham site, a large portion of Carol's time is devoted to preplanning and scheduling the increasing amount of in-house typesetting and special projects which flow through her department. Carol, her husband, Terry, and 17-month-old son, Kyle, live in Framingham. Carol considers her favorite hobby to be "having a good time," and sees to it that it happens often.

GAIL RIZZO has been a Typesetter at CW Communications for one year. In this position Gail is responsible for typing straight manuscript, and setting promotional work, such as in-house ads, charts, etc. Prior to joining CW, Gail was a Typesetter for three years at the Enterprise-Sun in Marlboro, Massachusetts. Gail and her husband, Gerry, reside in Marlboro, and in her spare time Gail enjoys playing darts with her husband while trying not to hit their cat, Frog.

Back — left to right, Gail Rizzo, Sharon Brown;

front — Linda Grassby, Kim Pennett.

SHARON BROWN is a Typesetter for CW's Production Department. Her duties include typing straight manuscript and typing in-house ads, charts, and promotional work. Sharon has been with CW for three months, and prior to that she worked as a Typesetter for the Middlesex News in Framingham, inputting the ads for various TV Guides throughout New England. She is currently attending Newbury Junior College. Her major is Business

State Mutual's

Wellcare

NEWSLETTER

VOL. V, NO. 5 "An ounce of prevention is worth a pound of cure." SPRING 1985

Copyright © 1985 The Bob Hope International Heart Research Institute

"HI, HON', I'M HOME!"

Learning how to let go of your workday when you head for home is one of the most important things you can do for yourself (and your friends and family). In her new book, *Leaving the Office Behind,* Dr. Barbara Mackoff explains that it's necessary to *slow your pace* and *redirect your focus* if you hope to open up the evening for relaxation and pleasure. "Why deny yourself an evening of rest and recuperation?" she asks.

The following tips have been adapted from a few of Dr. Mackoff's suggestions for leaving the office behind.

- Before leaving work, make a list of all the things that need to be done the *next* day. Then ask yourself: 1) which tasks can be delegated to others? and, 2) which tasks can be taken care of later in the week/month? (mark these on your calendar). Prioritize the tasks that remain and make a note of the time of day you'd prefer to tackle each task.
- If you've been chewing on a problem that requires a creative solution, delegate it to your subconscious mind before you leave the office. Say to yourself: "As I relax this evening and sleep tonight, I am going to turn this problem over to my unconscious resources. In the morning I will expect some fresh ideas on the subject." If you *expect* to get some great ideas from your subconscious while sleeping, brushing your teeth, exercising, or showering, you will!
- To help you slow your pace, try to schedule the least demanding tasks for the last hour of your workday (return phone calls, read professional literature, proofread letters, organize your desk, do the filing or photocopying, etc.). Or, if there is a gym at or near work, get a half hour of brisk exercise before heading home.
- Say goodbye to your co-workers (and their gossip/shop-talk/frustrations/etc.) when you leave work; don't go out with them or bring them home to dinner. □

HOW TO RUIN AN EVENING IN JUST 3 MINUTES

In her book, *Leaving the Office Behind,* Dr. Mackoff gives an example of how the entire evening can be ruined in just 3 minutes.

6:01: David walks through the door after a stressful day at work; he has too much on his mind to kiss his wife Jenny hello.

6:02: Jenny moves toward David anticipating a kiss and receives a half-hearted hug.

6:03: Jenny criticizes David for not stopping at the cleaners and starts reading the newspaper.

6:04: Put off because Jenny has not offered him any sympathy, David tells her he needs to work in his study after dinner.

AFTER A MISERABLE DAY...

When you walk in the door, greet everyone pleasantly and don't say another word (no criticism, no discussion, no complaining). Kick off your work shoes and grab an apple or some low-fat milk.

If necessary, tell everyone you need a few minutes to be alone.

If possible, get in a few minutes of brisk exercise (walking, jogging, cycling). Take a shower and change your clothes. See what a difference it will make! □

WHICH IS THE 'BETTER BUTTER'?

Margarine vs. butter

Evette M. Hackman, RD, PhD
Consulting Nutritionist

Margarine is made from vegetable oil. In order to create a product that is spreadable (i.e. margarine), vegetable oil must go through a process called "partial hydrogenation." This makes the oil which is polyunsaturated into a fat that is semi-saturated.

Partially hydrogenating a vegetable oil also changes the configuration of its molecules (chemists can see the difference when it is rotated through a beam of light). This change is foreign to the body and some scientists believe this type of fat could be associated with certain types of cancer.

Butter, on the other hand, is a "natural food"—but the fat in butter is saturated and it contains cholesterol.

So what are we to do? The best solution is to use *very little* fat of *any* kind. Use a polyunsaturated oil (safflower, etc.) for cooking—but in small amounts (it supplies 125 calories/tablespoon). When you want a spread, use *limited* amounts of butter—or try "Better Butter" from *Laurel's Kitchen* cookbook.

1 cup safflower, soy, or corn oil
1 cup (2 cubes) butter, softened
2 Tbsp. water
2 Tbsp. dried skim milk
¼ tsp. lecithin (can be purchased in health food stores or some grocery stores)
½ tsp. salt (optional)

Dissolve the salt in water in blender. Add all other ingredients and blend until smooth. Pour into containers and store in refrigerator. *Use sparingly.*

NOTES FROM *LAUREL'S KITCHEN:*

- The skim milk and lecithin will help the product stay solid at room temperature longer.
- Better-Butter has the same reduced amount of saturated fat as margarine without the processing or additives, and at a savings in cost. However, Better-Butter is one-half butter, so it is *not* recommended for those who have to be especially strict about the amount of saturated fat/cholesterol in their diets.
- Because it spreads so easily, you'll probably need less of Better-Butter than you would butter or margarine.

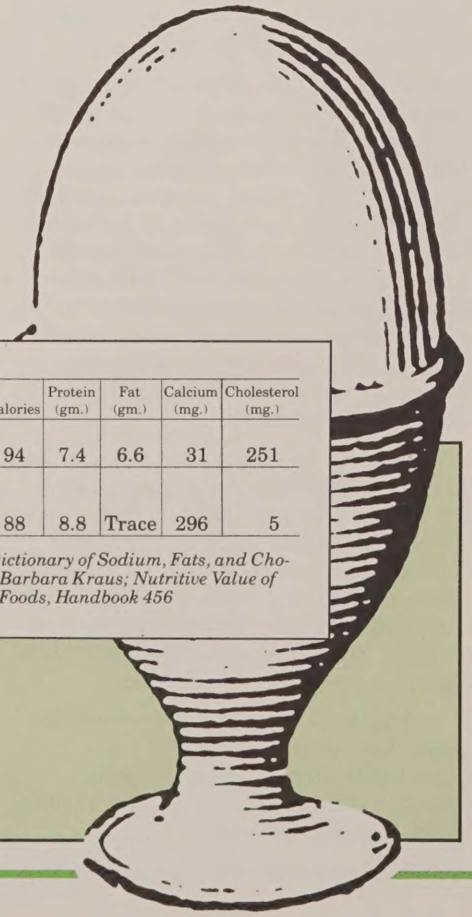
EGGS VS. MILK

THE EGG AND YOU

If you've been eating a scrambled egg for breakfast or a hard-boiled egg at lunch thinking you're doing your body a big nutritional favor, here are the facts:

Food	Calories	Protein (gm.)	Fat (gm.)	Calcium (mg.)	Cholesterol (mg.)
Egg, 1 large	94	7.4	6.6	31	251
Milk, nonfat, 1 cup	88	8.8	Trace	296	5

Sources: Dictionary of Sodium, Fats, and Cholesterol by Barbara Kraus; Nutritive Value of American Foods, Handbook 456



> "Somehow I reached excess without ever noticing when I was passing through satisfaction."
>
> —**Ashleigh Brilliant**

How to eat like a thin person

1. Eat only when you're hungry. Before eating anything, ask yourself how hungry you are on a scale from 1 to 10—one representing a growling stomach and 10 representing the stuffed, bloated, I-think-I'm-going-to-die-feeling often experienced after Thanksgiving dinner. Eat only when you rate your hunger as a 1 or 2. (If you are not sure whether or not you are hungry, try drinking some water; you may just be thirsty.)

2. Whenever possible, eat in a quiet, relaxed environment.

3. Eat only when sitting down and when you eat, don't read, study, or watch TV. Concentrate on your meal; enjoy and savor *each* bite of food. When you eat with others, put your fork down between bitefuls.

4. Eat slowly and be sensitive to how your hunger is gradually being satiated.

5. Know when to stop. Ancient wisdom has it that we should fill one-third of our stomach with food and one-third with water, and leave one-third of our stomach empty. On the 1 to 10 scale, eat until you reach a comfort rating of about 5.

Foods that kids choke on most

The following foods are the foods most often involved in fatal choking episodes in children under age five.

1. Hot dogs/Sausages
2. Round candy
3. Peanuts/Nuts
4. Grapes
5. Hard cookies/Biscuits
6. Meat chunks or slices
7. Raw carrot slices or sticks
8. Peanut butter/Peanut butter sandwiches
9. Apple chunks or slices
10. Popcorn □

—Based on surveys conducted by Johns Hopkins University

POPCORN!

How Popped	Calories/Cup (no added butter)
AIR-POPPED	
gourmet	23
yellow	25
white	55
POPPED IN OIL	
gourmet	40
yellow	40
white	65
MICROWAVE-ONLY	
gourmet*	35
yellow**	48

*ORVILLE REDENBACHER
**PILLSBURY

NOTE: "Gourmet" popcorn is the largest kernel, followed by yellow, followed by white. The larger the kernel, the fewer calories per cup.

HOW OLD ARE YOU? ONLY THE COMPUTER KNOWS

Is your body *older* or *younger* than the number of candles on your birthday cake?

If you are interested in a detailed, personal computerized analysis of your current health status, and nutritional, exercise, and lifestyle habits, contact the International Health Awareness Center, Dept. BH, 148 East Michigan Avenue, Kalamazoo, MI 49007, or call (616) 343-0770 for information about the PULSE program.

The computerized analysis, which is based on data from a detailed confidential questionnaire you complete, costs $29.50. Among many other things, it will tell you what your "appraised age" is (your "age" based on how well you've taken care of yourself) and what your "achievable age" is (your "age" based on the "age" your body could be if you made certain healthful lifestyle changes). □

The Frugal Gourmet™

Jeff Smith — the Frugal Gourmet — is best known for his half-hour cooking demonstration series carried by public broadcast stations across the country.

A resident of Tacoma, WA, Jeff has taken special interest in low-fat/low-salt cooking since his recent heart surgery.

Turkey with salsa mole poblano

This is a great time of year to remember that turkey is inexpensive and low in fat. This month's dish goes back to the days of convents in Old Mexico. Don't be scared away because the recipe looks involved; you will be surprised by the simplicity of the preparation. The sauce can be used on other poultry and lean meat dishes, as well.

The very distinctive flavor of the dish comes from a bit of chocolate in the sauce. (The recipe serves 8 to 10, so you won't be getting much fat.) The dish is not hot; these chilies are very mild.

3 turkey thighs, defrosted
Peanut oil for browning (use very little)

MOLE SAUCE

3 dried Ancho chilies and 3 dried Pasilla chilies (or, use 6 of either one; found in any Mexican market or any spice shop)
1 red bell pepper
1 green bell pepper
1 Tbsp. peanut oil
1 medium yellow onion, peeled and chopped
2 cloves fresh garlic, chopped
1 cup canned whole tomatoes
¾ tsp. ground cinnamon
½ tsp. ground cloves
¼ tsp. ground coriander
¼ tsp. ground anise
¼ tsp. ground cumin
1 dry wheat tortilla
¼ cup sesame seeds
¼ cup raisins
2 cups chicken or turkey broth
2 squares (1 oz. each) semisweet baking chocolate

Brown the turkey thighs in a small bit of oil in a very heavy skillet. Place them in a kettle, barely covered by water; put a lid on the pot and simmer for 45 minutes. Turn off the heat, leave the lid on the pot, and leave the turkey undisturbed for another 45 minutes. (It will then be ready to serve.)

The sauce: Stem and seed the chilies and tear them into pieces. (Don't rub your eyes until you wash your hands.) Discard the seeds unless you want a much hotter dish. Place the pieces in a small bowl and cover with boiling water; allow to sit for 30 minutes. Discard all of the water except ¼ cup.

Heat 1 Tbsp. peanut oil in a skillet and saute the onion and garlic until limp.

In a blender or food processor, combine the chilies and the reserved liquid, the two peppers, onion and garlic, tomatoes, and spices. Puree until smooth. Then add the tortilla, sesame seeds, and raisins. Blend again until all is quite smooth.

Add the chicken or turkey broth. (You can use some from the turkey that you have cooked, but avoid using any of the fat.)

Simmer the mixture in a saucepan for about 10 minutes. Add the chocolate and stir until the chocolate melts.

Remove the turkey from the broth and remove and discard the skin (that is where the fat is!). Slice the turkey and serve with the mole sauce. (Extra sauce will keep for about 10 days in your refrigerator.) Serves 8 to 10. □

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IS YOUR FUN TOO MUCH WORK?

One reason why it's important to schedule time for fun is that it allows us to give our body, mind, and soul a "breather" from daily routine and pressures. The problem is, a lot of people don't know how to choose a leisure activity that complements their work.

According to health professionals who counsel individuals about their leisure-time activities, people make five basic mistakes when it comes to planning for fun: 1) they don't think much about what kind of recreational activities are *best* for them, 2) they allow someone else to choose their recreational activities for them, 3) they choose their leisure pursuits for reasons other than recreation (e.g., business contacts), 4) they get into a leisure activity simply for reasons of status (because it's "in"), and 5) they stick to a particular activity although it no longer meets their present needs.

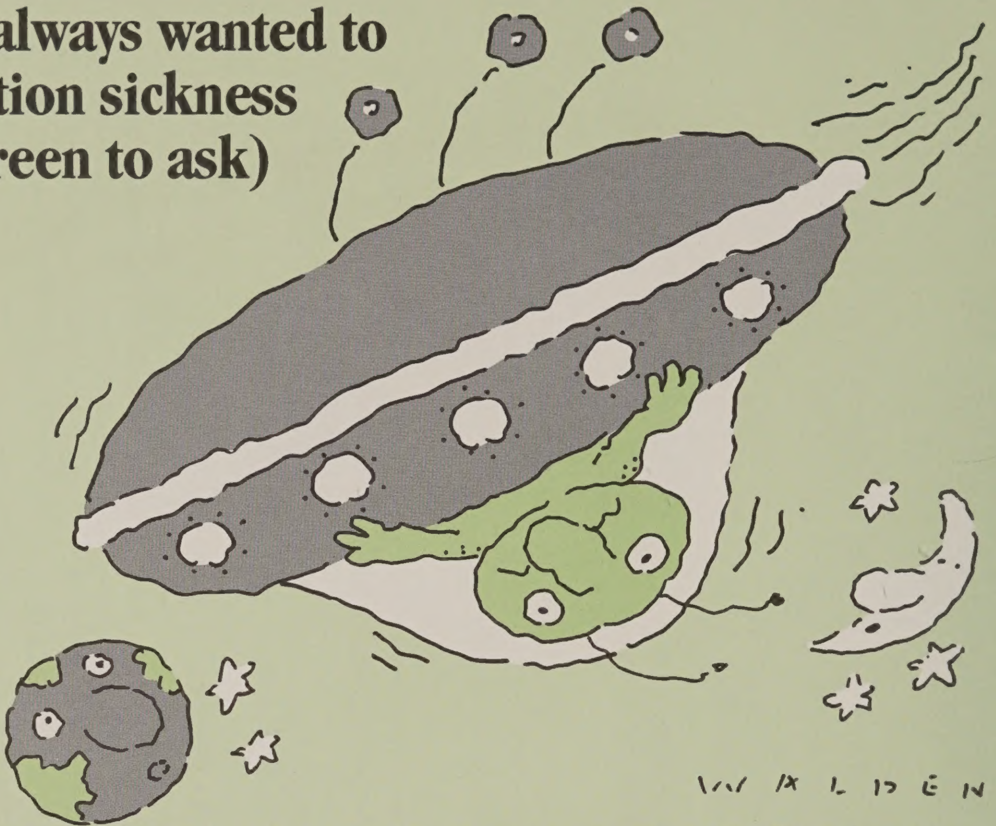
The following chart will give you an idea of how you can use your "play time" to fill the discrepancies inherent in your "work time." ☐

WORK TIME	**PLAY TIME**
IF...	MAYBE YOU NEED...
you feel you don't have much control over your life or your situation at work	a chance to be in charge. Instead of team activities, get involved in something where *you* can develop the rules, the time schedule, etc.
you work under direct supervision	an activity where no one will be judging your performance.
you work under deadline pressures	a chance to forget about the clock. Choose an activity that you can do at your own pace and can finish in your own time.
your job is repetitive and routine	a mental and creative challenge. Choose an activity that will start you thinking, concentrating, and exercising your creativity.
you work with machines	to get out and rediscover the joys of being with other people, animals, and nature.
you work as a member of a team	time alone. Whatever you do, don't join another team!
you work mostly alone	more social contact. Choose an activity that you can do with others.
you feel you aren't doing anything for anybody else	to do some giving. Spend time with those who appreciate your caring.
you feel you spend too much time caring for others	a chance to be selfish. Give yourself permission to do something just for yourself. Don't feel you have to apologize or explain.
your life or work seems dull and unchallenging	adventure! You don't have to take up sky-diving to find adventure; consider trying fencing, backpacking, or something else you've never tackled before.
you feel that life is too stimulating	an activity that is easy-going, predictable, solitary, and quiet.
you work under a great deal of pressure	a chance to "blow off steam." Physical activities (team or individual) are ideal for this.
your work shows nothing tangible for your efforts	the pleasure of making something from start to finish which can be displayed, used, or worn.
your work offers you no opportunity to be creative	a means of self-expression that will tap your unique creativity.
your work involves a great deal of mental activity	an activity that requires no concentration or thought.
you feel like a failure in your work or personal life	to do something that you *know* you can do and do well. (Keep your goals small and be a perfectionist in achieving these goals.)
your work requires a great deal of reading	an activity that requires no reading; "right side of the brain" (visual, creative) stuff.
your work requires that you work with your hands	an activity that can involve your whole body.
your work requires heavy physical labor	an activity where you can work with your hands and/or mind.
you work outside	to play *inside* whenever you can.
you work inside	to play *outside* whenever you can.
you have to wear a uniform on the job	an activity where no uniform is required; i.e., avoid team sports.
you feel your work has tremendous social value	an activity that has absolutely *no* redeeming social value.
your work requires perfection and accuracy	to choose an activity where you can dress sloppily and think sloppily.

HOW TO.
MODEL GLUE

Everything you always wanted to know about motion sickness (but were too green to ask)

- Nine out of 10 people have experienced motion sickness; given a strong enough stimulus, everyone with a normal sense of balance will succumb.
- Sea travel is considered the strongest natural stimulus for motion sickness. (Note: the words "nausea" and "nautical" both have the same Greek root.)
- Infants rarely get motion-sick; kids between ages two and 12 are the most susceptible.
- Fear and anxiety can contribute to the onset of motion sickness. Some people with a history of motion sickness can get sick just thinking about an upcoming trip.
- Movie theater chase scenes, roller-coasters, elevators, and elephant and camel rides have been known to cause motion sickness.
- People who are deaf and whose inner ear apparatus is not functioning are immune to motion sickness.
- "Space Adaptation Syndrome" is NASA jargon for "green around the gills." Half of NASA's astronauts report experiencing nausea and vomiting.
- Symptoms of motion sickness include (in order): paleness of skin, yawning, restlessness, cold sweat, drowsiness, slightly upset stomach, excessive salivation, nausea, and vomiting.
- Motion sickness is never fatal (sufferers often pray for death, however). People who continue vomiting should see a physician—food poisoning or another disorder may be the real problem.



Precautions

- Find a seat where there's the least motion: the front seat in a car, the seat over the wing in an airplane, and a seat near the center of a ship, preferably on deck, rather than below. Children can try sitting in the front seat of a car in an elevated safety seat (so they can look outside).
- Sit in a semi-reclined position and keep your head as still as possible.
- Look ahead at the distant horizon, or close your eyes.
- The length of time since eating has *not* been found to affect susceptibility to motion sickness, but excess food and drink—especially the evening before a trip—is not recommended.
- Tobacco smoke and food odors should be avoided; they can push a traveler's queasy stomach over the brink.
- NASA has found that biofeedback training (learning to control the early warning signs of impending sickness—accelerated breathing, heartbeat, and perspiration) has helped many crew members.

> “If there is one thing that will make a man peculiarly and insufferably self-conceited, it is to have his stomach behave itself the first day at sea—when nearly all his comrades are seasick.”
>
> —Mark Twain

Medications

- Marezine, Bonine, and Dramamine (non-prescription) all have been found to be safe and effective by the Food and Drug Administration. It is believed that they work by blocking the signals between the inner ear and the "vomiting center" in the brain. Read label directions and warnings.
- Transderm-Scop—a behind-the-ear patch—was approved by the FDA in 1981. The patch provides enough motion sickness prevention medicine for three days; it is not without side effects, but many feel it causes less drowsiness than the non-prescription medicines.
- Two capsules of powdered ginger root can help travelers prevent motion sickness, too, according to a 1982 study in the British medical journal, Lancet. ☐

Source: FDA Consumer magazine, March 1985

aerobic exercise

'Sole searching' tips

Alan S. Woodle, DPM
Clinical Assistant Professor of Foot and Ankle Surgery VA Medical Center, Seattle, WA

Cushioning your feet from the wear and tear of walking or standing is easily done by inserting a pair of store-bought insoles into your shoes. A list of recommended insole brands follows, arranged in order from greater to lesser shock absorption qualities.

Insoles may be purchased at drug stores, athletic shoe outlets, and larger supermarkets.

Insole Brand	Approx. Cost/Pair
1. The Eliminator	**$15.95**
2. Sorbothane	**$13.95**
3. Avia	**$ 6.95**
4. Spenco	**$ 6.25**
5. Dr. Scholl's Air Pillows	**$ 1.49**

NOTES:

- Insoles may be trimmed to fit your shoes. A special glue called Barge Cement—available in hardware stores and shoemaker outlets—is the preferred glue; this glue allows you to remove the insoles for washing.
- The first four insoles listed may be gently hand-washed and drip-dried.
- The first two insoles listed are thicker and heavier and last two to three times longer than ordinary insoles.
- The Avia and Spenco insoles might make your feet sweat a little during warm weather. The Avia, Spenco, and Dr. Scholl's insoles tend to insulate the foot better during cold weather.
- Only the Spenco and Dr. Scholl's insoles will readily fit into high heel shoes; you can trim the insole beneath the toes to provide for more toe-wiggle room, if necessary.
- Some people report that the new insoles filled with water have a "squishy" feeling. The new insoles filled with tiny air pockets that are being built into many running shoes (e.g., Nike) seem to be working great. ☐

This place requires no physical fitness program.

Everyone gets enough exercise:
jumping to conclusions,
flying off the handle,
running around in circles,
dragging their heels,
fishing for compliments,
throwing their weight around,
pushing their luck,
spinning their wheels,
beating their own drum,
and
passing the buck.

DON'T DIVE WITH GOGGLES

Swimming goggles protect the eyes from irritants and help the swimmer see better under water, but they present a hazard when worn during a surface dive to the bottom of a pool.

According to an article in *The Physician and Sports Medicine* (December 1984), the pressure of a dive can cause capillary rupture and hemorrhage of the eye. The article estimates that larger goggles can be used to a depth of about six feet of water and smaller goggles can be used to about 11 feet. A diving mask is recommended for deeper diving. ☐

IS YOUR CHOLESTEROL OVER 200?

If you have a blood cholesterol level above 200 to 230, you have an increased risk of developing premature coronary heart disease, according to the National Heart, Lung, and Blood Institute (December 1984 conference on "Lowering Blood Cholesterol to Prevent Heart Disease").

The Institute says it is "staggering" to note that approximately 50% of all Americans have cholesterol levels in this high risk range. ☐

smoking

PEARL NO LONGER PUFFS

> "Honey, I huffed and puffed and now the smell of smoke makes me sick. It's no good."
>
> —**Pearl Bailey**

ANNUAL CONTRIBUTIONS TO DEATHS IN THE U.S.

	deaths
Smoking	**300,000**
Alcoholic beverages	**100,000**
Motor vehicles	**50,000**
Handguns	**17,000**
Motorcycles	**3,000**
Swimming	**3,000**
Railroads	**1,950**
General aviation	**1,300**
Large construction	**1,000**
Bicycles	**1,000**
Hunting	**800**
Home appliances	**200**

Source: Scientific American

Major public health problem

"Taking too little or too much of a prescribed medicine, and swapping prescription medicines with friends with "similar" conditions is a "major public health problem," according to U.S. Surgeon General C. Everett Koop, MD.

Misuse of cardiovascular prescription medicines alone is responsible for 125,000 deaths and 20 million lost workdays annually, says Mark Knowles, president of the National Pharmaceutical Council.

RX TIPS

- Insist that your doctor and pharmacist answer all your questions about the medicine you are taking; if at any time you are uncertain about anything, call them. (If you can't get your questions answered, look for a new doctor and a new pharmacist!)
- If you are receiving medications from more than one doctor, be sure each doctor knows what the other doctor has prescribed for you.
- Follow label instructions exactly. If for some reason you can't or don't want to follow the instructions exactly, call your doctor or pharmacist and ask for advice.
- Don't share your medicine with anyone; it was prescribed for you. Other people have different health histories.
- Store your medicine in the container it came in (remove the cotton; it's in there for shipping purposes). Some medicines require cool, dry places; others require refrigeration—check the label.
- If your medicine isn't helping you feel better, or if it's making you feel worse, call your doctor. Nausea, dizziness, insomnia, impotence, constipation, and headache are just a few of the many side effects that can be associated with prescription drugs. Not all medications agree with all people; it's possible you may need a different medicine or a different strength.
- If you feel better before your medicine is finished, call your doctor to see if it's all right to stop taking it.
- Ask your doctor or pharmacist about foods and drinks you should avoid while taking your medicine.
- Flush old medicines down the toilet. ☐

—prepared with the assistance of Healthworks Northwest (Puget Sound Health Systems Agency), Seattle, WA

The information in this publication is meant to complement the advice and guidance of your physician, *not* to replace it. You should by all means discuss any major change in your diet or activity level with your doctor.

This information is not the result of research at The Bob Hope International Heart Research Institute; it reflects research and studies from a *variety* of sources, as credited.

Q **Do only nervous people get high blood pressure (hypertension)?**

A No. You can have a placid personality, feel great, and still have hypertension. Although it has been suggested that there is a "hypertensive personality" (someone who is nervous, suppresses anger, and has frequent and intense emotional upsets), not everyone with these traits has hypertension, nor does everyone with hypertension have these traits.

"Tension" in the word "hypertension" refers to the tension, or pressure, within the blood vessels, *not* to nervous tension.

Q **How would I know if I had high blood pressure?**

A You probably wouldn't; that is, unless you had your blood pressure checked. Hypertension is known as the "silent" or "invisible" disease because in the vast majority of people it produces no outward signs or symptoms.

Generally, high blood pressure creates symptoms only *after* it has produced disease in some organ, such as the kidneys or the heart, and that can take years. ☐

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Management, with her expected date of graduation in May of 1986. In her spare time Sharon enjoys relaxing by fishing with her boyfriend, Bob.

LINDA GRASSBY is employed in the Production Typesetting Department at CW Communications. Linda's daily duties include inputting editorial copy onto the system; doing anything and everything requiring typeset copy for Promotion, Direct Marketing, Research, the Art Department, Conference Management, and CW's various publications; as well as writing formats for and basic everyday chores associated with typesetting at CW. Before joining CW Linda was employed as an ad setter for three years for the Marlboro Enterprise. Prior to working at the Enterprise, Linda had her own typesetting business in Arlington, Massachusetts for six years, and then in Marlboro for two years. Linda resides in Marlboro, Massachusetts. During her spare time Linda enjoys reading, growing indoor plants of all kinds, playing Boggle, Cribbage, Pitch, dabbling in video, and daydreaming of a return trip to Hawaii.

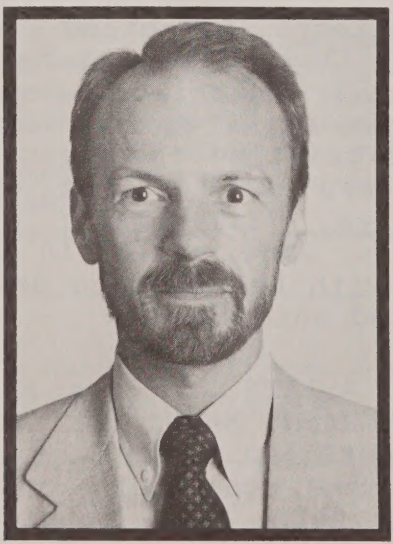
KIM PENNETT is also in CW/Communications' Typesetting Department. With CW for five years, Kim does keyboarding stories and promotion work, and takes care of problems as they arise, which can be very often. Kim resides in Framingham with her newlywed husband, Norman, and their parakeet, Willey. In Kim's spare time she enjoys traveling, this year planning a three-week trip to Kansas, the Grand Canyon, Las Vegas, and Colorado.

Cheryl Aleithe, Jude Goldman & Susan Mansur

JUDE GOLDMAN, Lead Print Buyer for CWCI's Production Department, has been with CWCI since 1982. She is responsible for the purchase of collateral materials for the Promotion Department and Conference Management, as well as any printing that is not related to the Publications or Direct Marketing Departments. Jude also purchases audiovisual materials for CWCI. Jude has an extensive background in the printing industry. As to her years as a press operator she says, "I'll never do that again." Jude lives in Jamaica Plain with her husband and a few assorted animals.

CHERYL ALEITHE is the Assistant to the Print Buyer for CWCI. In this position Cheryl is responsible for scheduling and monitoring jobs with outside vendors, assisting the Print Buyers, and some administrative duties. She would some day like to be involved in the purchase of four-color collateral printing. A native of Milwaukee "Beer Town," Wisconsin, and the former Miss Schlitz, she is now residing in her new condominium in Worcester with her husband, Aaron, her cat, Bill, and Homer Hound. On weekends Cheryl is an on-call signal operator for the Boston and Maine Railroad. In what little spare time she has, she can be found hiking, playing tennis, or toting her husband's camera bag on their railroad excursions. She is also an avid fan of the Celtics

SUE MANSUR is the Assistant Print Buyer. She is the latest addition to CW's Print Buying team. In this position Sue buys collateral printing for promotion. She comes to the job from a high-tech advertising agency where she spent five years developing her finesse as a juggler: schedules, publications, clients, etc. Sue and her three daughters live in Framingham in an old Colonial house that "predates the ark." She does aerobics three times a week to help keep her sanity.



David Sanders

DAVID SANDERS is the Paper Buyer for CWCI. In this capacity he is responsible for purchasing all the stock upon which our publications here in North America are printed. David is also responsible for making sure that all our offices are well supplied with official corporate letterheads, and he ensures cost control when ordering supplies. Previous to his employment at CWCI, David worked in several production jobs with book publishers, including four-color print buying. He graduated from Emerson College in 1972 with a Degree in Theatre Arts. In his spare time he has vowed to leave no stone unturned in his search for the perfect traveling companion.

More News...

Macworld Expo in Boston

The first Macworld Exposition in San Francisco was a great success, and now Boston, Massachusetts has the opportunity to host the next Macworld Exposition at the Bayside Exposition Center on August 21-23.

Sponsored by Macworld and managed by Mitch Hall Associates, the Macworld Expo in Boston is expected to be an even bigger success than San Francisco. With over 135 exhibitors signed up, and the attendee inquiries pouring in, Macworld Expo appears to be firmly establishing its position on trade show calendars.

The Macworld Expo is designed to answer questions for people who are looking for new and different ways to use their Macintosh. During the three-day event, one day will be devoted to discussing topics of interest to the industry, including dealers, distributors, retailers, and others. The other two days will provide tips, how-to's, and guidelines specifically designed for business and educational users. The Macworld Expo will provide information for the beginner as well as the experienced user.

Exhibitors in the Boston show will include CWCI's Micro Marketworld, InfoWorld, and Macworld. The conference will include many speakers from the computer industry, among them DAVID BUNNELL, Publisher of MacWorld, and ANDREW FLUEGELMAN, Editor-in-Chief of MacWorld.

People

CAREY GERSTEN of Wayne Green Enterprises is Cochairperson for the Audrey Prouty Memorial Century Ride. He and his wife, Patty, are looking for IDG employees to participate in the bike-a-thon. Each year the Audrey Prouty Memorial Century Ride benefits a specific program at the Norris Cotton Cancer Center. In 1985 the funds raised will benefit research and treatment of children and young adults who suffer from various types of cancer. If you are interested in participating in this worthwhile event, please contact Carey Gersten of Evergreen Software (WGE) at 603-673-0830.

New Employees

CWCI's International Marketing Services Department is happy to welcome WAYNE SAKAMOTO to the team as the new Advertising Assistant. Wayne will be coordinating advertising placement for west coast computer companies into CW's international publications. Prior to coming to CW, Wayne worked for Michael Levin Public Relations as an Assistant Press Chief in charge of entertainment and public relations. Wayne is a graduate of California State University with a B.A. in Communications/Instructional Technology. In his spare time Wayne enjoys reading, biking, gourmet cooking, photography, music, and arts and entertainment. Welcome aboard, Wayne!

A new face at WGE is TROY TRUE. Troy will be working in the warehouse at WGE, in charge of receiving products and shipping them to WGE's Instant Software Stores. Troy comes to WGE from the Chuckwagon Restaurant, where he worked as a cook. Troy is presently attending the University of Maine and his major is Recreation Management. He spends his free time playing basketball, baseball, football, tennis, swimming, and collecting sports souvenirs. Best of luck, Troy!

ANNE DILLON and KARLA WHITNEY are CWC/Peterborough's new Editorial Designers for RUN magazine, and the soon-to-be-introduced Amiga World.

Anne Dillon comes to CW/P from the Monadnock Ledger, where she spent the last 3-1/2 years doing their advertising design and production. She is also Vice President of her family's freelance design studio, Bartholomew & Dillon Inc. She is a member of the Color Marketing Group and a member of the Inter-Society Color Council. Ann is also a weaver who enjoys creating one-of-a-kind wearables.

Karla Whitney has a B.S. in Industrial Education, and is currently working on her Masters in Occupational Education. Karla is very proud of the fact that she and her husband, Dean, designed and built their home in Rindge, New Hampshire. Karla's main interests are her husband, swimming, and long walks.

Welcome to the IDG family, ladies!

Anniversaries

One-Year Anniversaries

Jose Arcelana, PCW
Stephen Brown, YVI
James Chapman, YVI
Linda Erickson, YVI
William Franzosa, YVI
Ana Gomez, YVI
Rebecca Hurst, YVI
Vinoy Laughner, CWC/P
Doreen Means, CWC/P
Teresa Mortola, IDC
John Nathan, YVI
Pamela Pasotti, YVI
Kirsten Sanders, YVI
Steve Smith, CWC/P
Jean Yates, YVI

Two-Year Anniversaries

Rich Alden, CWC/P
Mary Chaves, CWCI
Peter Townsend, IDC
Patricia Williams, IDC

Three-Year Anniversaries

Mary Hartwell, CWC/P
Debbie Kendall, CWC/P
Beverly Poirier, CWC/P

Four-Year Anniversaries

Margaret Baker, CWC/P
Peter Bjornsen, CWC/P
Dave Schissler, CWC/P

Five-Year Anniversary

Jim Gray, CWC/P

YUJI OGINO and PAT MCGOVERN take the traditional limousine ride to the Chairman's Luncheon. The parasols were not only decorative, but provided practical protection against the rain that day.

Congratulations to YUJI OGINO of IDC Japan who recently celebrated ten years with IDC, having joined the company in 1975 at the time of its founding. Yuji and IDG Chairman PAT MCGOVERN celebrated with a Chairman's Luncheon held on Thursday, June 13th.

During the past ten years, Yuji has built IDC Japan into the most well-known and respected computer market research firm in Japan. His clients include all of the major computer manufacturers, both foreign and domestic, as well as a cross-section of leading users and government agencies.

Due to Yuji's excellent leadership, IDC Japan has won the Chairman's Cup twice in recent years for the best-run IDC office worldwide.

Consider This

National Ice Cream Day

July 15th was established as National Ice Cream Day in 1979 by Dairymen, Inc., a regional milkmarketing cooperative. Ice cream was first developed when the age-old problem of finding an outlet for surplus milk inspired Baltimore milk dealer Jacob Fussell to convert the excess milk into ice cream, which lowered its price when produced in quantity. He was so successful that he converted his entire plant to ice cream and became both the first manufacturer and wholesaler of the frozen product.

Today, over 80 percent of ice cream products are sold through grocery and convenience stores. Nearly half of all ice cream is sold in half-gallon packages, which contain about 21 average size (three ounce) scoops of ice cream. Frozen desserts account for 21 percent of the total milk used in all manufactured products. Vanilla is still the most popular ice cream flavor, followed by chocolate, neapolitan, chocolate chip, and strawberry.

Ice cream contains many nutritious ingredients. Its calcium and phosphorus is needed for strong bones and teeth; calcium is also necessary to the vitality of muscle and nerve tissue and for the clotting of blood. Vitamin A helps keep the eyes in good condition, body tissues in good repair, and helps ward off infection. Riboflavin nourishes body cells. Thiamine helps to burn the food eaten and keeps nerves healthy, as well as giving an appetite so we can eat the food needed for growth.

George Washington, the father of our country, had such an appetite for ice cream, that he consumed $2,000 worth of ice cream in the summer of 1790 and had ice cream-making equipment at Mount Vernon.

The "World's Fair Cornucopia," created at the 1904 St. Louis World's Fair when a concessionaire ran out of clean dishes, became the first ice cream cone. He used a crisp, wafer-like Persian pastry made by a neighboring concessionaire, and it was an instant hit!

Ice cream sodas became a popular item at the Philadelphia Exposition in 1876. In the 1920's, creative ice cream parlors tried to get around state laws that forbade the sale of ice cream sodas on Sundays. They concocted ice cream sundaes as a sodaless treat.

Etcetera

IDG Makes Top 100 List

Each year Advertising Age magazine compiles a list of "100 Leading Media Companies" in the United States. Last year, for the first time, IDG showed up on the list, coming in 97th.

The new list is out, based on 1984 revenues, and IDG has made a significant jump to the 80th spot, with total media revenues of $138 million, up 62% from 1983. Total IDG revenues from all sources are reported as $160 million, up 46% from 1983.

As a media company, IDG is now larger than companies like Penthouse International, Harcourt Brace Jovanovich, and Forbes, Inc. And we're gaining fast on companies like U.S. News and World Report and The National Enquirer.

We still have a way to go to catch the top five companies, however. They are: ABC ($3.6 billion), CBS ($3.3 billion), Time, Inc ($2.6 billion), RCA (primarily NBC, $2.4 billion), and The Times Mirror Company in Los Angeles ($1.99 billion).

Looking only at revenues generated from "magazines," IDG's $138 million ranks 22nd among companies in the magazine business (all specialized business publications are included in this category, regardless of format). Leaders in this category are Time ($1.3 billion), McGraw-Hill ($671 million), CBS ($619 million), Triangle (TV Guide, $589 million), and International Thomson ($550 million). The journey to the top of this list is not all that far. Watch out, Time!

ATTENTION INTERNATIONAL OFFICES

If you would like to see your employees listed under the "Anniversaries" section of the Update, simply submit a list each month of those celebrating an anniversary, along with the number of years they have been with the company to the attention of Vickie Bagley, IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701, U.S.A.

NEED EXTRA COPIES?

If your department is not receiving enough copies of the IDG Update each week, if you receive too many, or if your copies are being directed to the improper person, please use the coupon below to rectify the situation.

COMPANY: ____________________

DEPARTMENT: ____________________

PERSON RECEIVING COPIES: ____________________

# NEEDED: ____________________

OTHER: ____________________

Mail to: IDG Update, Attn: Vickie Bagley, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701.

Classified

COPY READERS

CWCI has two openings in its busy Editorial Department for Copy Readers. Duties will include the following: proofreading page proofs; headline writing; editing news copy for grammar, consistency and style; and working with an electronic, CRT-based computerized system to edit stories and electronically paginate Computerworld pages. A sharp eye for detail and the ability to work under pressure of daily deadlines are required. An excellent grasp of spelling and English grammar are a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send resume, including salary requirements, and a one-page sample of expository writing to: Charlotte Ziems, CWCI, 375 Cochituate Rd., Framingham, MA 01701. No phone calls, please.

ADVERTISING SALES

CWCI has an immediate opening for an Advertising Space Salesperson. This position will be based in our Menlo Park Sales Office with responsibility for advertising space sales throughout Northern California. The successful candidate should have advertising space sales experience and familiarity with the microcomputer market. To apply, please contact Joe Kerwin at Micro Marketworld, 18004 Sky Park Circle, Suite 100, Irvine, CA 92714, (714) 250-1305.

ACCOUNT MANAGER/SALES PROMOTION

The CWCI Sales Promotion Department has an immediate opening for someone to work as an Account Manager on one or more sales promotion accounts. You will be responsible for the production of complete sales promotion campaigns, from copywriting to finished product. To qualify you should have demonstrable writing skills for collateral materials, at least three years experience in account management, and the ability to be responsible for everything to do with a sales promotion account. If interested, please send resume to: Liz Johnson, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0900, x312.

HOME FOR PET

"Reggie," a 4-5 year-old purebred Irish setter needs a new home. His owner is moving to a "no pets allowed house." He is a healthy, gentle, house-trained dog who loves people. Please call Clint Wilder, CWCI, (617) 879-0700, x344 if interested. Call evenings at (617) 745-8741.

SUMMER IN THE COUNTRY

Suburban house complete with cat seeks responsible, non-smoker occupant for two weeks starting July 15. Convenient to work (18 minutes over back roads). Please call Molly Upton at IDC, (617) 872-8200, x256.

ORGANIZED TENNIS

After numerous attempts to find a few regular tennis partners, I wonder how many others in the company share the same frustration. I would like to gather comments and suggestions regarding interest in partner-matching, ladder competition in singles and doubles, end-of-season tournament, and any other tennis-related activities. If interested, please forward your ideas and show of interest to Bob Chiler, IDC DP, (617) 872-8200, x307.

SUMMER HOME FOR RENT

Overlooking the new New Meadows River off Casco Bay in the Bath area of Maine. Expanded A-frame with 3 bedrooms, 2 baths, large fieldstone fireplace, on 1-1/4 acres of land. Great for water sports. $450/week. Call Ron Shugan, IDC, (617) 872-8200, x218.

RIDE WANTED

Looking for someone to car pool and share expenses from Keene, NH to Peterborough, NH. Hours are 9am-5pm. Call Lafe Low at inCider, (603) 924-9471, x127.

DRAFTING TABLE

Solid oak drafting table with mayline, lamp, stool, hand-held waxer, and more. $200 for everything. Call Laura at Micro Marketworld, (617) 879-0700, x 561.

CLASSIFIED COUPON

If you would like to submit a classified ad for the IDG Update, please feel free to fill out this coupon and send it to the IDG Update staff.

Name: ____________________

Company: ____________________

Telephone #: ____________________

Item: ____________________

Description: ____________________

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Price: ____________________

IDG'S TEN CORPORATE VALUES

- DEDICATED TO OUR MISSION -- INFORMATION SERVICES ON INFORMATION TECHNOLOGY
- RESPECT FOR THE DIGNITY OF EACH INDIVIDUAL
- INVEST IN OUR PEOPLE THROUGH TRAINING
- KEEP CLOSE TO OUR CUSTOMERS
- PRODUCE PRODUCTS OF THE HIGHEST QUALITY
- EXCELLENCE IN CUSTOMER SERVICE
- KEEP RESPONSIVE TO CHANGES IN OUR MARKETPLACE
- DECENTRALIZED MANAGEMENT STYLE -- INDEPENDENT BUSINESS UNITS
- KEEP THE CORPORATE STAFF LEAN
- ACTION-ORIENTED "LET'S TRY IT"

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The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

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Karen Weston	*IDC/Framingham*
Kris Wicka	*IDC/Europa*

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IDG UPDATE

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Volume 15, Number 27 July 8, 1985

IDC Japan Celebrates 10 Years

In honor of IDC Japan's tenth anniversary, a reception was held Thursday, June 13th at the Akasaka Prince Hotel in Tokyo. Two hundred top executives and senior technical personnel of Japan's computer industry leaders, key government officials, and MIS directors of Japanese companies attended the 10th anniversary party. Also present were IDG Chairman PAT MCGOVERN and IDC President PETER ROWELL, and a number of IDC managers from the United States.

IDC Japan 株式会社
創立10周年謝恩パーティー

PAT MCGOVERN gives a speech to the assembled hoard, part of which he spoke in Japanese to the astonishment of the crowd. The simultaneous translator automatically did his job and translated Pat's Japanese speech back into English!

Dr. Ono, President of NEC Systems Corporation, spoke to the guests of how IDC Japan has become the leading source of computer industry market facts and figures in Japan, mentioning how IDC has played a key role in increasing world understanding of the importance of the computer industry to economic progress and the prosperity of mankind.

The Japanese Minister of Telecommunications was also present, and commented that under Mr. YUJI OGINO's leadership IDC has aided Japan in planning for the reorganization and modernization of the data communication network.

Spotlight

CW Typesetting & Purchasing

Carol Po lack

CWCI's Typsetting Manager is CAROL POLACK. Carol has been with CW for six years, three years of which she has occupied the position of Typsetting Manager. Aside from her responsibilities associated with the daily production of the various publications hailing from the Framingham site, a large portion of Carol's time is devoted to preplanning and scheduling the increasing amount of in-house typesetting and special projects which flow through her department. Carol, her husband, Terry, and 17-month-old son, Kyle, live in Framingham. Carol considers her favorite hobby to be "having a good time," and sees to it that it happens often.

GAIL RIZZO has been a Typesetter at CW Communications for one year. In this position Gail is responsible for typing straight manuscript, and setting promotional work, such as in-house ads, charts, etc. Prior to joining CW, Gail was a Typesetter for three years at the Enterprise-Sun in Marlboro, Massachusetts. Gail and her husband, Gerry, reside in Marlboro, and in her spare time Gail enjoys playing darts with her husband while trying not to hit their cat, Frog.

Back — left to right, Gail Rizzo, Sharon Brown;

front — Linda Grassby, Kim Pennett.

SHARON BROWN is a Typesetter for CW's Production Department. Her duties include typing straight manuscript and typing in-house ads, charts, and promotional work. Sharon has been with CW for three months, and prior to that she worked as a Typesetter for the Middlesex News in Framingham, inputting the ads for various TV Guides throughout New England. She is currently attending Newbury Junior College. Her major is Business

Management, with her expected date of graduation in May of 1986. In her spare time Sharon enjoys relaxing by fishing with her boyfriend, Bob.

LINDA GRASSBY is employed in the Production Typesetting Department at CW Communications. Linda's daily duties include inputting editorial copy onto the system; doing anything and everything requiring typeset copy for Promotion, Direct Marketing, Research, the Art Department, Conference Management, and CW's various publications; as well as writing formats for and basic everyday chores associated with typesetting at CW. Before joining CW Linda was employed as an ad setter for three years for the Marlboro Enterprise. Prior to working at the Enterprise, Linda had her own typesetting business in Arlington, Massachusetts for six years, and then in Marlboro for two years. Linda resides in Marlboro, Massachusetts. During her spare time Linda enjoys reading, growing indoor plants of all kinds, playing Boggle, Cribbage, Pitch, dabbling in video, and daydreaming of a return trip to Hawaii.

KIM PENNETT is also in CW/Communications' Typesetting Department. With CW for five years, Kim does keyboarding stories and promotion work, and takes care of problems as they arise, which can be very often. Kim resides in Framingham with her newlywed husband, Norman, and their parakeet, Willey. In Kim's spare time she enjoys traveling, this year planning a three-week trip to Kansas, the Grand Canyon, Las Vegas, and Colorado.

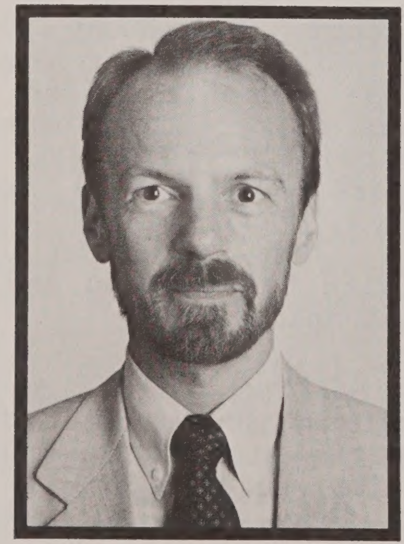
Cheryl Aleithe, Jude Goldman & Susan Mansur

3

JUDE GOLDMAN, Lead Print Buyer for CWCI's Production Department, has been with CWCI since 1982. She is responsible for the purchase of collateral materials for the Promotion Department and Conference Management, as well as any printing that is not related to the Publications or Direct Marketing Departments. Jude also purchases audiovisual materials for CWCI. Jude has an extensive background in the printing industry. As to her years as a press operator she says, "I'll never do that again." Jude lives in Jamaica Plain with her husband and a few assorted animals.

CHERYL ALEITHE is the Assistant to the Print Buyer for CWCI. In this position Cheryl is responsible for scheduling and monitoring jobs with outside vendors, assisting the Print Buyers, and some administrative duties. She would some day like to be involved in the purchase of four-color collateral printing. A native of Milwaukee "Beer Town," Wisconsin, and the former Miss Schlitz, she is now residing in her new condominium in Worcester with her husband, Aaron, her cat, Bill, and Homer Hound. On weekends Cheryl is an on-call signal operator for the Boston and Maine Railroad. In what little spare time she has, she can be found hiking, playing tennis, or toting her husband's camera bag on their railroad excursions. She is also an avid fan of the Celtics

SUE MANSUR is the Assistant Print Buyer. She is the latest addition to CW's Print Buying team. In this position Sue buys collateral printing for promotion. She comes to the job from a high-tech advertising agency where she spent five years developing her finesse as a juggler: schedules, publications, clients, etc. Sue and her three daughters live in Framingham in an old Colonial house that "predates the ark." She does aerobics three times a week to help keep her sanity.



David Sanders

DAVID SANDERS is the Paper Buyer for CWCI. In this capacity he is responsible for purchasing all the stock upon which our publications here in North America are printed. David is also responsible for making sure that all our offices are well supplied with official corporate letterheads, and he ensures cost control when ordering supplies. Previous to his employment at CWCI, David worked in several production jobs with book publishers, including four-color print buying. He graduated from Emerson College in 1972 with a Degree in Theatre Arts. In his spare time he has vowed to leave no stone unturned in his search for the perfect traveling companion.

More News...

Macworld Expo in Boston

The first Macworld Exposition in San Francisco was a great success, and now Boston, Massachusetts has the opportunity to host the next Macworld Exposition at the Bayside Exposition Center on August 21-23.

Sponsored by Macworld and managed by Mitch Hall Associates, the Macworld Expo in Boston is expected to be an even bigger success than San Francisco. With over 135 exhibitors signed up, and the attendee inquiries pouring in, Macworld Expo appears to be firmly establishing its position on trade show calendars.

The Macworld Expo is designed to answer questions for people who are looking for new and different ways to use their Macintosh. During the three-day event, one day will be devoted to discussing topics of interest to the industry, including dealers, distributors, retailers, and others. The other two days will provide tips, how-to's, and guidelines specifically designed for business and educational users. The Macworld Expo will provide information for the beginner as well as the experienced user.

Exhibitors in the Boston show will include CWCI's Micro Marketworld, InfoWorld, and Macworld. The conference will include many speakers from the computer industry, among them DAVID BUNNELL, Publisher of MacWorld, and ANDREW FLUEGELMAN, Editor-in-Chief of MacWorld.

People

CAREY GERSTEN of Wayne Green Enterprises is Cochairperson for the Audrey Prouty Memorial Century Ride. He and his wife, Patty, are looking for IDG employees to participate in the bike-a-thon. Each year the Audrey Prouty Memorial Century Ride benefits a specific program at the Norris Cotton Cancer Center. In 1985 the funds raised will benefit research and treatment of children and young adults who suffer from various types of cancer. If you are interested in participating in this worthwhile event, please contact Carey Gersten of Evergreen Software (WGE) at 603-673-0830.

New Employees

CWCI's International Marketing Services Department is happy to welcome WAYNE SAKAMOTO to the team as the new Advertising Assistant. Wayne will be coordinating advertising placement for west coast computer companies into CW's international publications. Prior to coming to CW, Wayne worked for Michael Levin Public Relations as an Assistant Press Chief in charge of entertainment and public relations. Wayne is a graduate of California State University with a B.A. in Communications/Instructional Technology. In his spare time Wayne enjoys reading, biking, gourmet cooking, photography, music, and arts and entertainment. Welcome aboard, Wayne!

A new face at WGE is TROY TRUE. Troy will be working in the warehouse at WGE, in charge of receiving products and shipping them to WGE's Instant Software Stores. Troy comes to WGE from the Chuckwagon Restaurant, where he worked as a cook. Troy is presently attending the University of Maine and his major is Recreation Management. He spends his free time playing basketball, baseball, football, tennis, swimming, and collecting sports souvenirs. Best of luck, Troy!

ANNE DILLON and KARLA WHITNEY are CWC/Peterborough's new Editorial Designers for RUN magazine, and the soon-to-be-introduced Amiga World.

Anne Dillon comes to CW/P from the Monadnock Ledger, where she spent the last 3-1/2 years doing their advertising design and production. She is also Vice President of her family's freelance design studio, Bartholomew & Dillon Inc. She is a member of the Color Marketing Group and a member of the Inter-Society Color Council. Ann is also a weaver who enjoys creating one-of-a-kind wearables.

Karla Whitney has a B.S. in Industrial Education, and is currently working on her Masters in Occupational Education. Karla is very proud of the fact that she and her husband, Dean, designed and built their home in Rindge, New Hampshire. Karla's main interests are her husband, swimming, and long walks.

Welcome to the IDG family, ladies!

Anniversaries

One-Year Anniversaries

Jose Arcelana, PCW
Stephen Brown, YVI
James Chapman, YVI
Linda Erickson, YVI
William Franzosa, YVI
Ana Gomez, YVI
Rebecca Hurst, YVI
Vinoy Laughner, CWC/P
Doreen Means, CWC/P
Teresa Mortola, IDC
John Nathan, YVI
Pamela Pasotti, YVI
Kirsten Sanders, YVI
Steve Smith, CWC/P
Jean Yates, YVI

Two-Year Anniversaries

Rich Alden, CWC/P
Mary Chaves, CWCI
Peter Townsend, IDC
Patricia Williams, IDC

Three-Year Anniversaries

Mary Hartwell, CWC/P
Debbie Kendall, CWC/P
Beverly Poirier, CWC/P

Four-Year Anniversaries

Margaret Baker, CWC/P
Peter Bjornsen, CWC/P
Dave Schissler, CWC/P

Five-Year Anniversary

Jim Gray, CWC/P

YUJI OGINO and PAT MCGOVERN take the traditional limousine ride to the Chairman's Luncheon. The parasols were not only decorative, but provided practical protection against the rain that day.

Congratulations to YUJI OGINO of IDC Japan who recently celebrated ten years with IDC, having joined the company in 1975 at the time of its founding. Yuji and IDG Chairman PAT MCGOVERN celebrated with a Chairman's Luncheon held on Thursday, June 13th.

During the past ten years, Yuji has built IDC Japan into the most well-known and respected computer market research firm in Japan. His clients include all of the major computer manufacturers, both foreign and domestic, as well as a cross-section of leading users and government agencies.

Due to Yuji's excellent leadership, IDC Japan has won the Chairman's Cup twice in recent years for the best-run IDC office worldwide.

Consider This

National Ice Cream Day

July 15th was established as National Ice Cream Day in 1979 by Dairymen, Inc., a regional milkmarketing cooperative. Ice cream was first developed when the age-old problem of finding an outlet for surplus milk inspired Baltimore milk dealer Jacob Fussell to convert the excess milk into ice cream, which lowered its price when produced in quantity. He was so successful that he converted his entire plant to ice cream and became both the first manufacturer and wholesaler of the frozen product.

Today, over 80 percent of ice cream products are sold through grocery and convenience stores. Nearly half of all ice cream is sold in half-gallon packages, which contain about 21 average size (three ounce) scoops of ice cream. Frozen desserts account for 21 percent of the total milk used in all manufactured products. Vanilla is still the most popular ice cream flavor, followed by chocolate, neapolitan, chocolate chip, and strawberry.

Ice cream contains many nutritious ingredients. Its calcium and phosphorus is needed for strong bones and teeth; calcium is also necessary to the vitality of muscle and nerve tissue and for the clotting of blood. Vitamin A helps keep the eyes in good condition, body tissues in good repair, and helps ward off infection. Riboflavin nourishes body cells. Thiamine helps to burn the food eaten and keeps nerves healthy, as well as giving an appetite so we can eat the food needed for growth.

George Washington, the father of our country, had such an appetite for ice cream, that he consumed $2,000 worth of ice cream in the summer of 1790 and had ice cream-making equipment at Mount Vernon.

The "World's Fair Cornucopia," created at the 1904 St. Louis World's Fair when a concessionaire ran out of clean dishes, became the first ice cream cone. He used a crisp, wafer-like Persian pastry made by a neighboring concessionaire, and it was an instant hit!

Ice cream sodas became a popular item at the Philadelphia Exposition in 1876. In the 1920's, creative ice cream parlors tried to get around state laws that forbade the sale of ice cream sodas on Sundays. They concocted ice cream sundaes as a sodaless treat.

Etcetera

IDG Makes Top 100 List

Each year Advertising Age magazine compiles a list of "100 Leading Media Companies" in the United States. Last year, for the first time, IDG showed up on the list, coming in 97th.

The new list is out, based on 1984 revenues, and IDG has made a significant jump to the 80th spot, with total media revenues of $138 million, up 62% from 1983. Total IDG revenues from all sources are reported as $160 million, up 46% from 1983.

As a media company, IDG is now larger than companies like Penthouse International, Harcourt Brace Jovanovich, and Forbes, Inc. And we're gaining fast on companies like U.S. News and World Report and The National Enquirer.

We still have a way to go to catch the top five companies, however. They are: ABC ($3.6 billion), CBS ($3.3 billion), Time, Inc ($2.6 billion), RCA (primarily NBC, $2.4 billion), and The Times Mirror Company in Los Angeles ($1.99 billion).

Looking only at revenues generated from "magazines," IDG's $138 million ranks 22nd among companies in the magazine business (all specialized business publications are included in this category, regardless of format). Leaders in this category are Time ($1.3 billion), McGraw-Hill ($671 million), CBS ($619 million), Triangle (TV Guide, $589 million), and International Thomson ($550 million). The journey to the top of this list is not all that far. Watch out, Time!

ATTENTION INTERNATIONAL OFFICES

If you would like to see your employees listed under the "Anniversaries" section of the Update, simply submit a list each month of those celebrating an anniversary, along with the number of years they have been with the company to the attention of Vickie Bagley, IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701, U.S.A.

NEED EXTRA COPIES?

If your department is not receiving enough copies of the IDG Update each week, if you receive too many, or if your copies are being directed to the improper person, please use the coupon below to rectify the situation.

COMPANY: ____________________

DEPARTMENT: ____________________

PERSON RECEIVING COPIES: ____________________

# NEEDED: ____________________

OTHER: ____________________

Mail to: IDG Update, Attn: Vickie Bagley, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701.

Classified

COPY READERS ✓

CWCI has two openings in its busy Editorial Department for Copy Readers. Duties will include the following: proofreading page proofs; headline writing; editing news copy for grammar, consistency and style; and working with an electronic, CRT-based computerized system to edit stories and electronically paginate Computerworld pages. A sharp eye for detail and the ability to work under pressure of daily deadlines are required. An excellent grasp of spelling and English grammar are a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send resume, including salary requirements, and a one-page sample of expository writing to: Charlotte Ziems, CWCI, 375 Cochituate Rd., Framingham, MA 01701. No phone calls, please.

ADVERTISING SALES ✓

CWCI has an immediate opening for an Advertising Space Salesperson. This position will be based in our Menlo Park Sales Office with responsibility for advertising space sales throughout Northern California. The successful candidate should have advertising space sales experience and familiarity with the microcomputer market. To apply, please contact Joe Kerwin at Micro Marketworld, 18004 Sky Park Circle, Suite 100, Irvine, CA 92714, (714) 250-1305.

ACCOUNT MANAGER/SALES PROMOTION ✓

The CWCI Sales Promotion Department has an immediate opening for someone to work as an Account Manager on one or more sales promotion accounts. You will be responsible for the production of complete sales promotion campaigns, from copywriting to finished product. To qualify you should have demonstrable writing skills for collateral materials, at least three years experience in account management, and the ability to be responsible for everything to do with a sales promotion account. If interested, please send resume to: Liz Johnson, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0900, x312.

HOME FOR PET ✓

"Reggie," a 4-5 year-old purebred Irish setter needs a new home. His owner is moving to a "no pets allowed house." He is a healthy, gentle, house-trained dog who loves people. Please call Clint Wilder, CWCI, (617) 879-0700, x344 if interested. Call evenings at (617) 745-8741.

SUMMER IN THE COUNTRY

Suburban house complete with cat seeks responsible, non-smoker occupant for two weeks starting July 15. Convenient to work (18 minutes over back roads). Please call Molly Upton at IDC, (617) 872-8200, x256.

ORGANIZED TENNIS ✓

After numerous attempts to find a few regular tennis partners, I wonder how many others in the company share the same frustration. I would like to gather comments and suggestions regarding interest in partner-matching, ladder competition in singles and doubles, end-of-season tournament, and any other tennis-related activities. If interested, please forward your ideas and show of interest to Bob Chiler, IDC DP, (617) 872-8200, x307.

SUMMER HOME FOR RENT

Overlooking the new New Meadows River off Casco Bay in the Bath area of Maine. Expanded A-frame with 3 bedrooms, 2 baths, large fieldstone fireplace, on 1-1/4 acres of land. Great for water sports. $450/week. Call Ron Shugan, IDC, (617) 872-8200, x218.

RIDE WANTED ✓

Looking for someone to car pool and share expenses from Keene, NH to Peterborough, NH. Hours are 9am-5pm. Call Lafe Low at inCider, (603) 924-9471, x127.

DRAFTING TABLE ✓

Solid oak drafting table with mayline, lamp, stool, hand-held waxer, and more. $200 for everything. Call Laura at Micro Marketworld, (617) 879-0700, x 561.

CLASSIFIED COUPON

If you would like to submit a classified ad for the IDG Update, please feel free to fill out this coupon and send it to the IDG Update staff.

Name: ______________________________

Company: ______________________________

Telephone #: ______________________________

Item: ______________________________

Description: ______________________________

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Price: ______________________________

IDG'S TEN CORPORATE VALUES

- DEDICATED TO OUR MISSION -- INFORMATION SERVICES ON INFORMATION TECHNOLOGY
- RESPECT FOR THE DIGNITY OF EACH INDIVIDUAL
- INVEST IN OUR PEOPLE THROUGH TRAINING
- KEEP CLOSE TO OUR CUSTOMERS
- PRODUCE PRODUCTS OF THE HIGHEST QUALITY
- EXCELLENCE IN CUSTOMER SERVICE
- KEEP RESPONSIVE TO CHANGES IN OUR MARKETPLACE
- DECENTRALIZED MANAGEMENT STYLE -- INDEPENDENT BUSINESS UNITS
- KEEP THE CORPORATE STAFF LEAN
- ACTION-ORIENTED "LET'S TRY IT"

IDG UPDATE

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IDG UPDATE

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Karen Weston	*IDC/Framingham*
Kris Wicka	*IDC/Europa*

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Volume 15, Number 28 July 15, 1985

IDC & Yates Team Up!

IDC's UK operations recently took to the exhibition floor in conjuction with Yates Ventures to participate in the first European Unix User Show, held at Olympia in London.

With the exception of IBM, all other major manufacturers were represented among the total of 98 exhibitors. PAUL HOMER of IDC UK worked with Yates and the rest of IDC's London staff to ensure that the relevant parts of the company's products and services were promoted to the full.

In addition to UK marketing, JENNIFER DUDLEY and KIM VINCENT of London's Market Information Service staff lent a hand in staffing the Yates/IDC booth. Other key people involved in the show were staff members EILEEN WILLSEA, ALEV DANIS, PAULA SCHMIDT, HILARY RICHARDSON, YVONNE STANNARD, and BABLI BHRAMBRA.

"Everyone involved gained experience from the event which will be invaluable as local IDC operations become more involved with the user market," commented Paul Homer.

New Macworld Market Research Department

Macworld has recently announced a new service for their advertisers -- Macworld Research Services. Macworld has established a Research Department that will service their own strategic planning and research needs and will provide low-cost, expeditious custom research to their advertisers.

The Research Group, headed by CHERYL WOODARD, has a staff of research professionals to provide high-quality, well-targeted information services. Macworld has issued a preliminary report of their subscriber study prepared by their Research Group. The results provide an immediate insight into specific marketing

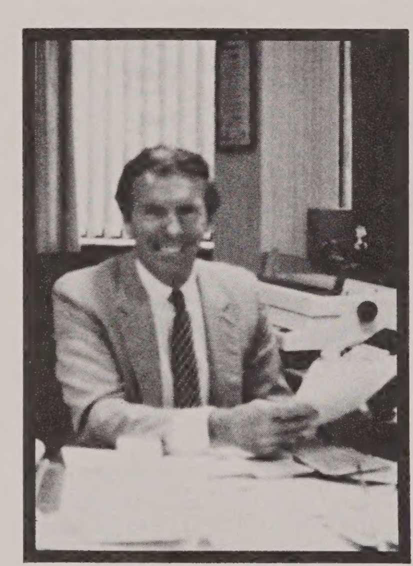
MACWORLD

Continued on Page 4

Spotlight

IDG Finance & Administration

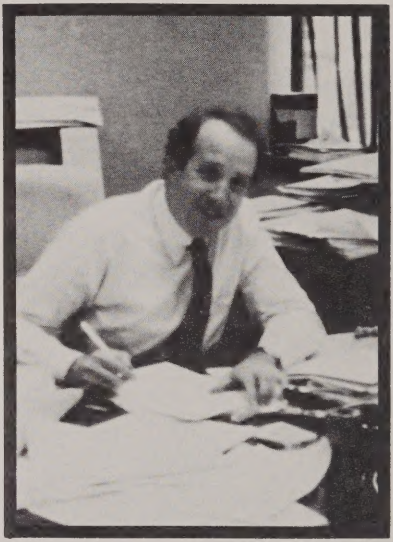
IDG's Finance and Administration Department is responsible for the financial, accounting, and tax reporting for IDG and its many subsidiaries.



William Murphy

Vice President of Finance and Chief Financial Officer for IDG is WILLIAM MURPHY. Bill has been with the company for fifteen years. He earned his B.S. Degree in Accounting and an M.B.A. in Finance. He also pursued the Raytheon Financial Development Program, and then went on to become Controller of Dynatech Corporation. He later worked for two years on an acquisition team at W.R. Grace & Company, and then served as Controller of Ventron/Thiokol Corporation before joining IDG.

TED BLOOM is IDG's Corporate Controller and Chief Accounting Officer. He also has a long history with IDG, joining the company in 1967, just out of school. Ted oversees the daily U.S. office accounting, accounts payable, accounts receivable, credit and collections, and payroll areas. In addition, he coordinates the various finances of international operations. Ted received a B.S. Degree and a Masters Degree in Accounting from Boston University. Outside of work, Ted is a big baseball, basketball, and golf fan (an overall sports fanatic), and enjoys time with his wife, Barbara, and son, Benjamin.



Ted Bloom

MIKE ANZALONE has been with IDG's Financial Group since April, 1983 as Assistant Corporate Controller. In this position Mike is responsible for directing the Credit and Collections Department and managing receivables, implementing financial and accounting systems throughout the IDG companies, and acting as liaison with CWC/Peterborough. Mike also works with

Mike Anzalone

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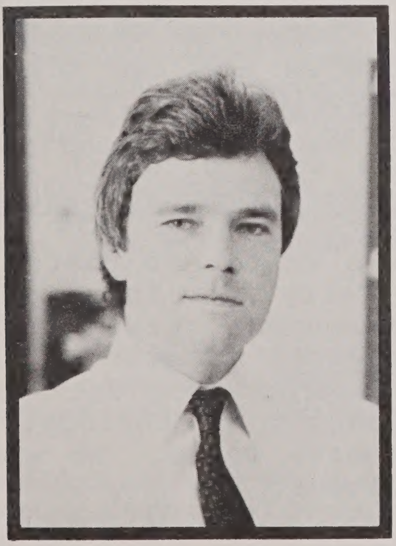

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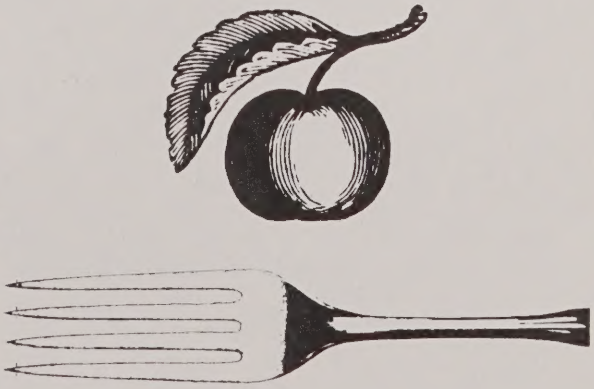

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Volume 15, Number 28 July 15, 1985

IDC & Yates Team Up!

IDC's UK operations recently took to the exhibition floor in conjuction with Yates Ventures to participate in the first European Unix User Show, held at Olympia in London.

With the exception of IBM, all other major manufacturers were represented among the total of 98 exhibitors. PAUL HOMER of IDC UK worked with Yates and the rest of IDC's London staff to ensure that the relevant parts of the company's products and services were promoted to the full.

In addition to UK marketing, JENNIFER DUDLEY and KIM VINCENT of London's Market Information Service staff lent a hand in staffing the Yates/IDC booth. Other key people involved in the show were staff members EILEEN WILLSEA, ALEV DANIS, PAULA SCHMIDT, HILARY RICHARDSON, YVONNE STANNARD, and BABLI BHRAMBRA.

"Everyone involved gained experience from the event which will be invaluable as local IDC operations become more involved with the user market," commented Paul Homer.

New Macworld Market Research Department

Macworld has recently announced a new service for their advertisers -- Macworld Research Services. Macworld has established a Research Department that will service their own strategic planning and research needs and will provide low-cost, expeditious custom research to their advertisers.

The Research Group, headed by CHERYL WOODARD, has a staff of research professionals to provide high-quality, well-targeted information services. Macworld has issued a preliminary report of their subscriber study prepared by their Research Group. The results provide an immediate insight into specific marketing

MACWORLD

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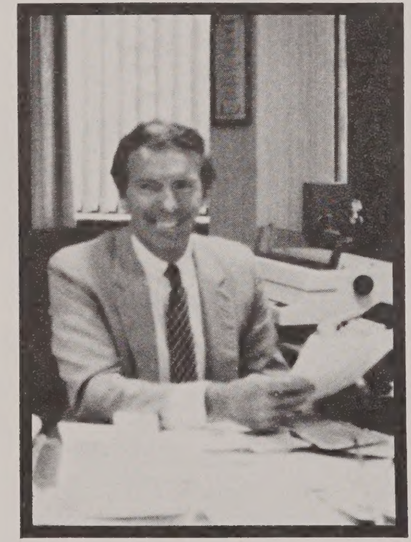
Spotlight

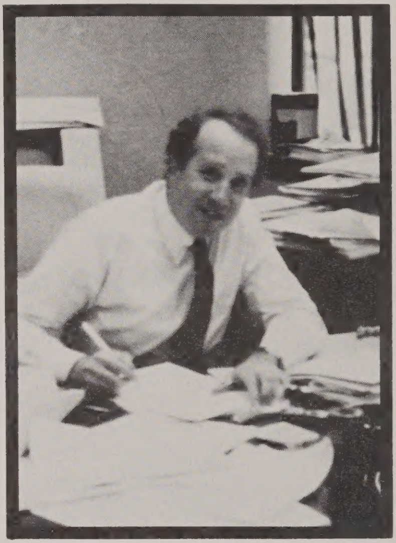
IDG Finance & Administration

IDG's Finance and Administration Department is responsible for the financial, accounting, and tax reporting for IDG and its many subsidiaries.



William Murphy

Vice President of Finance and Chief Financial Officer for IDG is WILLIAM MURPHY. Bill has been with the company for fifteen years. He earned his B.S. Degree in Accounting and an M.B.A. in Finance. He also pursued the Raytheon Financial Development Program, and then went on to become Controller of Dynatech Corporation. He later worked for two years on an acquisition team at W.R. Grace & Company, and then served as Controller of Ventron/Thiokol Corporation before joining IDG.



Ted Bloom

TED BLOOM is IDG's Corporate Controller and Chief Accounting Officer. He also has a long history with IDG, joining the company in 1967, just out of school. Ted oversees the daily U.S. office accounting, accounts payable, accounts receivable, credit and collections, and payroll areas. In addition, he coordinates the various finances of international operations. Ted received a B.S. Degree and a Masters Degree in Accounting from Boston University. Outside of work, Ted is a big baseball, basketball, and golf fan (an overall sports fanatic), and enjoys time with his wife, Barbara, and son, Benjamin.

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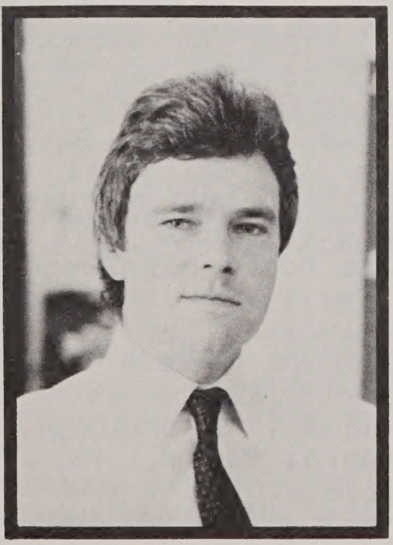
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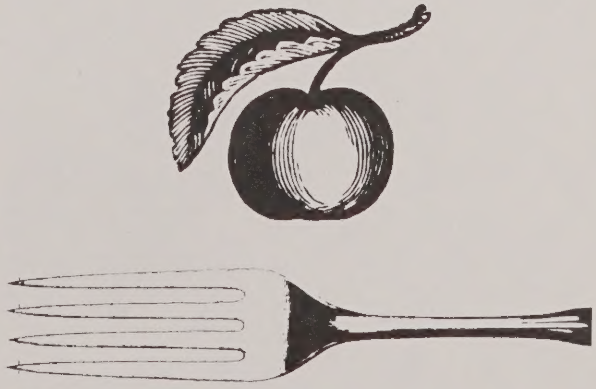

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Volume 15, Number 29 July 22, 1985

CWCI Austrailia At It Again

CWCI Australia has published the inaugural edition of On Manufacturing under the editorship of SUSAN COLEMAN, who was recently appointed Publisher of Computerworld Australia. The tabloid-sized magazine was produced to coincide with Automach '85, a major conference and exhibition in Melbourne for the Australian manufacturing industry. The magazine, exclusively written by CW journalists and contributors, was circulated at the exhibition and sent out to all Computerworld Australia subscribers. It is one of six "specials" being produced this year and aimed at specific market segments.

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Test Your Aim with TRAP SHOOT

Spotlight

Computer Sweden

From Left to Right Kenneth Hellqvist, Hakan Jonsson, Mans Widman, Benny Persson, Ilmar Marand, Per Lapins, Hans Sandberg, Inger Oestman, Peter Bergkvist

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CW/IMS has certainly grown. Today there are more than 55 publications in over 25 countries, and IMS is telling the world about them in some very exciting ways. IMS carries market fact brochures to assist advertisers in learning about different markets abroad, with facts and forecasts on market segments, i.e. hardware, software and services, personal computers, and the leading vendors in a particular country. CW/IMS has also published an International Data Book covering every country in which CW holds publications. It provides advertisers with an honest look at the economy and climate for American businesses in each country.

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Jonathan Rotenberg (left), President of the Boston Computer Society, and Bob Kuller (right), host of the new Computerworld talk show, enjoy a caller's remark during the first broadcast of the program on WDLW radio, 1330 AM. The show was launched June 30, and is broadcast every Sunday night from 5 to 7 pm. It is designed to provide information to personal computer users in business applications. A wide range of questions have already been handled by the guests and by other callers.

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FAUSTO D'AMELIO is CWCI's newest member in the Shipping/Receiving Department. Fausto comes to CWCI from the Massachusetts College of Art, where he recently received his B.A. in Illustration. In his spare time Fausto enjoys music, photography, book illustration, sports, and hiking. Welcome aboard, Fausto, and the best of luck to you!

Anniversaries

One-Year Anniversaries

Karen Ballam, WGE
Charles Benoit, WGE
Gisela Bickford, WGE
Eric Brown, WGE
Tedd Cluff, WGE
Mark Danderson, WGE
Margaret Foley, WGE
Kim Nadeau, WGE
Vickie Nevins, WGE
Maureen Sebastian, CWCI

Two-Year Anniversaries

Elaine Carlos, CWCI
Wayne Green, WGE
John Rudsit, IDG

Consider This

How To Find The Best Person For The Job

Finding the best person for the job is not any easy task. You can search through stacks and stacks of resumes, but how do you select the best candidates to interview for the job? As we all know, all resumes are not completely factual, so here are a few tips to follow when hiring a new person.

Look for signs of achievement and profit-mindedness. The best indication of a successful performer is a successful past performance, so in every resume look for this indication. Be wary of people who move around a lot; if they are "job-jumpers" be sure that they are not lateral moves. Stability in a career is a very important factor. Someone with a career direction would be a better candidate.

Look for a specific job description. The less specific a person is, the more he usually has to hide. Someone who indicates that he has "knowledge of" or "assisted with" does not have hands-on experience.

What to be wary of: Lengthy descriptions of educational experience. Indications of degrees or certificates are fine, but when people have lengthy descriptions of seminars or specific courses, they are the ones who usually lack the proper educational background.

Obvious gaps in background are other signs to watch out for. If there are no chronological details, this may indicate someone who tends to take summers off, or someone who takes six months to a year to "make the right career move." This may be an indication of someone who may not be as hard or as serious a worker as the next person. Non-essential information in the personal section of the resume may indicate that someone is "fluffing it up" because of lack of experience or education, or otherwise.

Three quick tips for selecting the best candidates are: First, divide the resumes into three piles, with one pile for the people whom you definitely want to see, the second pile for the "maybes," and the third pile for the "noes." Second, most people will only read the first half of the resume. Normally, people put the least flattering information at the end of the resume. Third, go through the "maybes" and select at least one or two of them to interview. This will test your objectivity and help you determine the validity of your job criteria.

Finally, another clue to a good resume is one that is correctly typed in legible form. Most importantly, an efficient person, will not have any typing errors on his resume or cover letter.

Etcetera

IDG SEMINAR SERIES

HEART SAVER-CHOKE SAVER
CPR PROGRAM

On both July 29th and August 5th (from 11:30 am to 1:30 pm in the IDC Boardroom at 5 Speen Street, Framingham), IDG will be sponsoring a Lifestyle Cardiopulmonary Resuscitation Program which will be designed to train individuals in CPR techniques.

Participants completing the two-day program will receive an American Heart Association Completion Card. Because of the nature of this program, space will be limited to 15 people. In order to receive CPR certification, both days of the seminar must be attended. To reserve a spot, please call Susan Perry at (617) 875-5000, x407.

Classified

CLERK/TYPIST

IDC is looking for a Clerk/Typist to work 20 hours a week (timing is flexible). The successful candidate will have good typing skills, and experience on the Wang Word Processor is preferred but not necessary. Interested candidates should contact Marilyn Engels, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x212.

IDG UPDATE

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Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

BENEFITS COORDINATOR/PERSONNEL ASSISTANT

The Personnel Department of IDG has an immediate opening for a Benefits Coordinator/Personnel Assistant. Responsibilities will include reviewing health insurance claims from employees, and overseeing payment of these services; serving as liaison between employees and the insurance carrier; maintaining personnel records, typing, and filing; and providing support to the receptionist. The ideal candidate should possess excellent telephone skills, be well organized, enjoy a variety of responsibilities, and type 45 wpm. A background in health insurance is desired, but not a requirement, since the right individual will receive training. Interested candidates should call or submit a resume and salary requirements to Janet Ingrando, Insurance Claims Administrator, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x433.

CREDIT & COLLECTION

IDG's Credit Department has an opening for a credit and collection person. Responsibilities include monitoring the credit practices and collections for one or more of our companies. The ideal candidate would have two years of experience in collection work, preferably with a Degree in Business. Interested candidates should forward a resume and salary requirements to Frank Smith, Corporate Credit Manager, IDG, P.O. Box 1450, Framingham, MA 01701. No phone calls, please.

INTERNATIONAL EDITOR

CWCI has an immediate opening in its fast-growing International Department for an International Editor. Primary responsibilities of the International Editor will include editing and reporting computer-related news for inclusion in the CW Network (CWN), an international news service available to the extensive family of CWCI publications. The International Editor will coordinate news flow and story assignments with, and for, internal CWCI publication editors, as well as foreign stringers, correspondents, and newly formed Paris and Tokyo bureaus. The International Editor will report to and work closely with CWCI's Director of International News. The ideal candidate will have strong journalism background, proven editing capabilities, good interpersonal skills, and familiarity with the computer industry. Working knowledge of electronic text editing and communications methods is a plus; the ability to manage many tasks concurrently is a must. Interested parties should contact Susan Blakeney, Box 880, Framingham, MA 01701, (617) 879-0700, x347.

COPY EDITOR

InfoWorld has an opening for a Copy Editor in their busy Editorial Department. Duties will include editing features, product reviews, and news for grammar, consistency, and style. Proofreading page proofs, entering, formatting, and typesetting copy using the Atex computer system will also be part of the daily responsibilities. A sharp eye for detail and the ability to work under the pressure of deadlines are required. An excellent grasp of spelling and English grammar are a must. Experience on an electronic editing system is helpful, but not required. Please send resume and cover letter, including salary requirements, to Deborah Branscum, Chief Copy Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

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Eric Brown, WGE
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Mark Danderson, WGE
Margaret Foley, WGE
Kim Nadeau, WGE
Vickie Nevins, WGE
Maureen Sebastian, CWCI

Two-Year Anniversaries

Elaine Carlos, CWCI
Wayne Green, WGE
John Rudsit, IDG

Consider This

How To Find The Best Person For The Job

Finding the best person for the job is not any easy task. You can search through stacks and stacks of resumes, but how do you select the best candidates to interview for the job? As we all know, all resumes are not completely factual, so here are a few tips to follow when hiring a new person.

Look for signs of achievement and profit-mindedness. The best indication of a successful performer is a successful past performance, so in every resume look for this indication. Be wary of people who move around a lot; if they are "job-jumpers" be sure that they are not lateral moves. Stability in a career is a very important factor. Someone with a career direction would be a better candidate.

Look for a specific job description. The less specific a person is, the more he usually has to hide. Someone who indicates that he has "knowledge of" or "assisted with" does not have hands-on experience.

What to be wary of: Lengthy descriptions of educational experience. Indications of degrees or certificates are fine, but when people have lengthy descriptions of seminars or specific courses, they are the ones who usually lack the proper educational background.

Obvious gaps in background are other signs to watch out for. If there are no chronological details, this may indicate someone who tends to take summers off, or someone who takes six months to a year to "make the right career move." This may be an indication of someone who may not be as hard or as serious a worker as the next person. Non-essential information in the personal section of the resume may indicate that someone is "fluffing it up" because of lack of experience or education, or otherwise.

Three quick tips for selecting the best candidates are: First, divide the resumes into three piles, with one pile for the people whom you definitely want to see, the second pile for the "maybes," and the third pile for the "noes." Second, most people will only read the first half of the resume. Normally, people put the least flattering information at the end of the resume. Third, go through the "maybes" and select at least one or two of them to interview. This will test your objectivity and help you determine the validity of your job criteria.

Finally, another clue to a good resume is one that is correctly typed in legible form. Most importantly, an efficient person, will not have any typing errors on his resume or cover letter.

Etcetera

IDG SEMINAR SERIES

HEART SAVER-CHOKE SAVER
CPR PROGRAM

On both July 29th and August 5th (from 11:30 am to 1:30 pm in the IDC Boardroom at 5 Speen Street, Framingham), IDG will be sponsoring a Lifestyle Cardiopulmonary Resuscitation Program which will be designed to train individuals in CPR techniques.

Participants completing the two-day program will receive an American Heart Association Completion Card. Because of the nature of this program, space will be limited to 15 people. In order to receive CPR certification, both days of the seminar must be attended. To reserve a spot, please call Susan Perry at (617) 875-5000, x407.

Classified

CLERK/TYPIST

IDC is looking for a Clerk/Typist to work 20 hours a week (timing is flexible). The successful candidate will have good typing skills, and experience on the Wang Word Processor is preferred but not necessary. Interested candidates should contact Marilyn Engels, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x212.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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The Personnel Department of IDG has an immediate opening for a Benefits Coordinator/Personnel Assistant. Responsibilities will include reviewing health insurance claims from employees, and overseeing payment of these services; serving as liaison between employees and the insurance carrier; maintaining personnel records, typing, and filing; and providing support to the receptionist. The ideal candidate should possess excellent telephone skills, be well organized, enjoy a variety of responsibilities, and type 45 wpm. A background in health insurance is desired, but not a requirement, since the right individual will receive training. Interested candidates should call or submit a resume and salary requirements to Janet Ingrando, Insurance Claims Administrator, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x433.

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INTERNATIONAL EDITOR

CWCI has an immediate opening in its fast-growing International Department for an International Editor. Primary responsibilities of the International Editor will include editing and reporting computer-related news for inclusion in the CW Network (CWN), an international news service available to the extensive family of CWCI publications. The International Editor will coordinate news flow and story assignments with, and for, internal CWCI publication editors, as well as foreign stringers, correspondents, and newly formed Paris and Tokyo bureaus. The International Editor will report to and work closely with CWCI's Director of International News. The ideal candidate will have strong journalism background, proven editing capabilities, good interpersonal skills, and familiarity with the computer industry. Working knowledge of electronic text editing and communications methods is a plus; the ability to manage many tasks concurrently is a must. Interested parties should contact Susan Blakeney, Box 880, Framingham, MA 01701, (617) 879-0700, x347.

COPY EDITOR

InfoWorld has an opening for a Copy Editor in their busy Editorial Department. Duties will include editing features, product reviews, and news for grammar, consistency, and style. Proofreading page proofs, entering, formatting, and typesetting copy using the Atex computer system will also be part of the daily responsibilities. A sharp eye for detail and the ability to work under the pressure of deadlines are required. An excellent grasp of spelling and English grammar are a must. Experience on an electronic editing system is helpful, but not required. Please send resume and cover letter, including salary requirements, to Deborah Branscum, Chief Copy Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 30 July 29, 1985

CWCI's Managers In Europe

For the first time ever, CWCI's European editorial and sales managers got together for a meeting on June 20-22, held in Amsterdam. The workshop/meeting was attended by 88 CW staff members -- from England, France, Norway, Denmark, Germany, Italy, Switzerland, Spain, Sweden, and the Netherlands. They were joined by SUSAN BLAKENEY, DIANA LA MURAGLIA, FRANK CUTITTA, and ISABELLA BARBAGALLO from the United States.

The meeting consisted of full day workshops on Friday, June 21, with the editorial and sales staffs splitting up after a general meeting. An introduction was given by ECKHARD UTPADEL, Vice President/Northern Europe, who welcomed the representatives from 10 countries (11 tabloids, and 22 magazines in 10 different languages) with the theme, "Let's Talk About Europe." Eckhard also provided a brief review of CW/Europe's ten years.

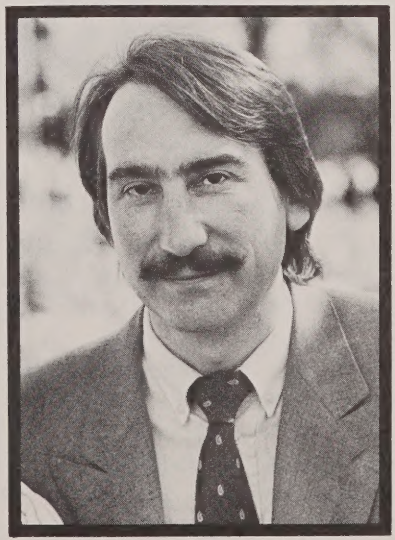
AXEL LEBLOIS, Vice President/Southern Europe, followed this up with an overview of facts,

Continued on Page 4

CW Switzerland To Debut

CW Communications in Switzerland plans to launch a new Swiss weekly, Computerworld, in tabloid form, dedicated to the Swiss computer community. Due to appear late this year, Computerworld Schweiz will be based in Zurich and will be the first weekly DP newspaper in Switzerland.

Publisher and General Manager for Switzerland is GEBHARD OSTERWALDER, a publishing professional who built up his experience as Managing Director of



Gebhard Osterwalder

Continued on Page 5

Spotlight

CW Art & Paste-Up Departments

From Left to Right
Kristie VanValkinburgh, Dianne Gronberg, Geoff O'Connell, Chuck Ladouceur, Alan Hopkins, Tom Monahan

TOM MONAHAN manages the Art Department for CWCI, and is the Art Director for "Computerworld Focus." He has been with CW since 1978, and has since done design work for CBN, Micro Marketworld, OA, Computerworld, On Communications, CWCMG and IDG. He attended the University of Massachusetts in the Graphic Design Program, and worked for the Revolver Ad Agency before joining CWCI. Tom resides in Sudbury, Masssachusetts. In his spare time he can be found camping and playing volleyball, and he admits to being a terrible softball player. Tom also enjoys playing guitar in a bluegrass band.

Art Director for The Conference Management Group is KRISTIE VAN VALKINBURGH, who is responsible for the development of all design concepts as well as ensuring that formats are followed through by CWCMG and the Production Department. Kristie graduated from Rochester University with a Bachelor's Degree in Fine Arts. In her spare time she can be found swimming and enjoying ice hockey. Kristie also participated in the design of the 1985 IDG Calendar.

The Art Director for On Communications is DIANNE GRONBERG. She is responsible for the overall look of the magazine. Dianne came to CWCI in March of last year from SUNY's Albany publications office. She is a 1978 graduate of the Rochester Institute of Technology, College of Fine and Applied Arts. In her spare time Dianne likes to visit the beach, and she enjoys cooking.

CHUCK LADOUCEUR joined Computerworld as a Graphic Designer in April this year. He studies at the Art Institute in Boston majoring in graphic design and photography. For the past six years Chuck has owned and operated an advertising design and photography studio serving clients in the New England area. Chuck's outside interests include sound engineering and multi-track recording.

GEOFF O'CONNELL is Computerworld's Art Department Assistant who joined CW in April of this year. In his position Geoff is responsible for assisting all Art Department members as well as the developing of the photographs for the IDG Update. Geoff is a graduate of Rochester Institute of Technology specializing in photography, color design and advertising photography. In his spare time Geoff enjoys a good game of frisbee.

Assistant to the Art Director for Micro Marketworld is ALAN HOPKINS. After Alan's graduation from RIT and the Art Institute, this young artist attacked the art community as a free lancer. Finding the feast and famine routine not exciting enough, he opted for employment in the ever-stable restaurant business. However, deciding that life can't be all beer and skittles, Alan came to the Art Department of Micro Marketworld.

Ann Bartolotti

ANN BARTOLOTTI is the Art Director of Micro Marketworld. Although part of the Production Department, Ann works and resides in the MMW Editorial Department. Ann is part of the creative team responsible for the cover and inside art. The job includes directing many outside illustrators and photographers, and coordinating these pieces with the editorial package. Ann is currently in the process of redesigning MMW. A 1978 graduate of the Art Institute of Boston, Ann's previous employers include the Boston Herald and Cahners Publishing. Ann spends much of her free time in a dance studio practicing jazz and tap.

From Left to Right
Carl Marchi, Susan Gauvin, Elton Pereira, Ann Finn, Jeff Babineau

CARL MARCHI is the Operator of the Camera Room at CWCI. Carl shoots the half-tones and photostats for Computerworld and Micro Marketworld, and any special publications. Carl joined CWCI in February, 1983.

SUSAN GAUVIN is the Paste-up Artist for all CWCI Publications, as well as in-house projects. Susan joined CWCI in April of 1984. She initially began working on a co-op program from Assabet Valley Vocational High School in June, 1983. Her interests include skiing, aerobics, the beach, and photography.

ELTON PEREIRA works in Paste-up in the Production Department at CWCI. Elton is responsible for paste-up of the CWCI publications, as well as any other special publications. He attended Assabet Valley Regional Vocational High School. When not at work, Elton can be found doing free-lance art work, such as painting, pen and ink, and pencil drawing. His other activities include singing in a rock and roll band, as well as weight lifting and bicycling.

ANN FINN is the Paste-up Supervisor for Micro Marketworld. Ann has been with CWCI for the past five years. Her responsibilities as Paste-up Supervisor include overseeing the overall daily production of Micro Marketworld and assembling all materials to be sent to the printer. In addition, Ann assists the Production Director, Peter Holm. In what little spare time Ann has, she is an avid aerobics fan.

JEFF BABINEAU is also a Paste-up Artist in CW's Production Department. His duties include pasting up pages for Computerworld, Micro Marketworld, CW Communications, and various odd jobs for CW. Jeff has been with CW for three months, and prior to that he was a student at Assabet Valley Regional Vocational High School in Marlboro, Massachusetts. Jeff is a competitive roller skater, and skates in competitions throughout the country. He has placed in many competitions and was recently interviewed by the Channel 6 News, which recently aired a special segment on him. He practices at the rink six days a week, and also has a part-time night job.

Trish Gaudette

Paste-up Manager for CWCI is PATRICIA GAUDETTE. She is responsible for ensuring the mechanical production of all publications produced by CWCI. Patricia has worked at CWCI for four years. She attended four years of technical school, majoring in commercial art and design. Prior to CWCI, Patricia worked at the Marlboro Enterprise News and the Town Crier Newspaper. Patricia resides in Marlboro (aka Mayberry), and in her spare time enjoys volleyball, softball, and photography.

More News...

CWCI's Managers In Europe

From Page 1

figures, and developments for the coming years. The weekly publication editors then met to discuss problems and projects they could work on together in the future.

AMIEL KORNEL was introduced to the group as the newest member of the CW Network team. Amiel will head up the Paris Hub Bureau of the CWN, acting to coordinate the CWN news flow from Europe.

The monthly publications met separately, and one of the main points of discussion was working together with IDC's offices worldwide. All editors agreed that CW and IDC should share information with each other to form a joint campaign that will enable readers/customers to make contacts with businesses in other international markets.

The sales and advertising managers of European publications met together to talk about recruiting, training, and motivating staff, as well as improving cooperation within Europe. "Success and failure" experiences were also shared among the European colleagues. Diana La Muraglia spoke about the International Marketing Services and the importance of communicating with one another as a "team." She stressed that in order to reach the $1 billion goal of 1990, "communication through collaboration" is essential. KARIN GIFFHORN of CW Publikationen in Germany spoke about effective classified advertising sales. BARRY MARCUS gave an exhilarating sales training seminar.

Everyone got back together on Friday evening to enjoy a cruise through the canals of Amsterdam on an authentic paddleboat. An extensive buffet, dancing, and a birthday celebration for Axel LeBlois made for an unforgettable evening.

On Saturday morning the group met for a final summation, which was delivered by representatives from the three groups. This was followed by a closing speech by DIETER ECKBAUER of CW Publikationen, Germany, who introduced two new buzzwords into the information age: BC (Before Computer), and AC (After Computer). Most of the CW/Europe staff then took advantage of the opportunity to spend the weekend touring beautiful Amsterdam.

CW Switzerland To Debut

From Page 1

Editor AG, a company specializing in publishing. There Gebhard launched specialized magazines, such as Vinum, Sammeln, and Schweizer Garten. He has also managed several other publications owned by third parties. He served as Editor-in-Chief of the leading Swiss advertising magazine, Werbung-Publicite, which gave him knowledge of advertising agencies and ad professionals.

From 1968 to 1977 Gebhard was Group Manager at Impuls Werbung, an advertising agency, and was responsible for the development and execution of PR campaigns in the consumer goods and servicing companies sector. With the assistance of two colleagues, he then founded the Editor Publishing Company in 1977.

Best of success in the launch of the much anticipated Computerworld Schweiz!

People

MERRI MACK, a Sydney-based Journalist with Computerworld Australia, recently scored a major triumph in the 1985 Henry Lawson Festival Fun Run, over 8km, at Grenfell, NSW. Not only was Merri the first woman home, she was also a very creditable 13th overall in a field of 500, including leading runners from all over the state. Merri is a keen runner and has taken part in several marathon events. The festival is named after one of Australia's leading poets.

Promotions

JUDY WALKER of CW Peterborough's 80 Micro staff was recently promoted to the position of Advertising Coordinator. In this position Judy is responsible for overseeing all phases in the Advertising Department, including placement of all advertisements and ensuring the credit status of clients before the ads are placed. Prior to this position Judy worked at 80 Micro as an Advertising Secretary. Congratulations on your new position, Judy!

New Employees

Macworld's Ad Sales Department is happy to welcome LINDA HOLBROOK to the team. Linda is the department's new Eastern Account Manager. She will be responsible for selling ad space in both the New York and Boston sales regions. Linda is a former employee of Ziff-Davis Publications, where she worked in the Creative Computing and Computers and Electronics Division. A graduate of the University of Maine with a B.A., and Simmons College with an M.S., Linda is also a flying enthusiast. Linda is a member of the Advertising Club of Greater Boston, the Boston Computer Society, and the Aircraft Owners and Pilots Association. Welcome aboard, Linda!

The newest member of PC World's Advertising Sales staff is HELAINE KOFFLER. Helaine will be their new Northeastern Account Manager with responsibility for the New York, Connecticut, and Vermont areas; and in Canada, the Quebec and Maritime Provinces Prior to coming to PC World Helaine worked for Gralla Publications "Meeting News" as an Account Manager. Best of luck, Helaine!

Another new addition to PC World's Ad Sales Department is SHARON VAN LEUVEN, who will be the new Northern California Account Manager, selling advertising space in the northern California area. Sharon comes to PCW from TRT Telecommunications, where she served as an Account Manager. She is a graduate of California State College, and has a B.A. and an M.S. in Speech and Communications. Sharon is the President of the National Association for Professional Sales Women. Sharon resides in Castro Valley, and she and her husband enjoy restoring old houses.

Anniversaries

One-Year Anniversaries

Brian Banks, CW/Canada
Lisa DiRusso, CWC/P
Sherilyn Driscoll-Coleman, CWCI
Helen Finch, CW/Canada
Debra Joyce, IDG
Liz Kehn, CWC/P
Deborah Leader, CW/Canada
D.L. Leslie, CW/Canada
Vern Millward, CW/Canada
Sharon Phillips, CW/Canada
Cassandra Russell, LR
Gerald Tanham, IDC
Susan Thompson, IDC
Cheryl Vandergriff, IDC
D. Peter Vanderlee, CW/Canada

Two-Year Anniversaries

Marilyn Annucci, CWC/P
Bill Boyer, CWC/P
Patricia Collins, CWCI
Shawn LaFlamme, CWC/P
Carole Lerner, IDC
Mary Ellen McKenney, CWC/P
Denise Miller, CWC/P
Bob Ryan, CWC/P
Stella Sheppard, CWC/P
Reg Sheppard, CWC/P

Three-Year Anniversary

Jude Goldman, CWCI

Four-Year Anniversaries

Sue Donohoe, CWC/P
Pamela Gendreau, IDC

Six-Year Anniversaries

Ross Kenyon, CWC/P
Edward Marecki, CWCI

Fitness Focus

Lettuce Educate You

Salad bars are here to stay. They're so popular that even fast-food restaurants now offer them to their customers.

But man and woman cannot live by lettuce alone. Many nutrients are needed in the daily diet and should be considered at the same time calories are counted and the veggies are surveyed.

So here, to help you learn what's what at the salad bar, is a chart crammed full of nutritional information. Clip it and take it with you the next time you break bread, er . . . croutons, at your favorite salad bar.

CALORIE COUNTS

(per 100 gram ($3^1/_2$ oz.) serving)*

Cucumber	10
Lettuce, iceberg	13
Radishes	13
Celery	15
Lettuce, Romaine	18
Peppers, sweet green	20
Tomatoes	20
Cauliflower	21
Peppers, hot red	21
Spinach	22
Broccoli	25
Red cabbage	28
Mushrooms	29
Onions	36
Bean sprouts	40
Carrots	40
Green onions	40
Pickled beets	60
Pickles	65
Olives, green	95
Cottage cheese	105
Chickpeas	118
Cole slaw	145
Potato salad	145
Olives, black	150
Chopped egg	160
Shredded cheese (American)	380
Croutons	390
Bacon bits (imitation)	530

SODIUM

(mg per 100 grams)*

Peppers, hot red	4
Tomatoes	4
Bean sprouts	5
Cucumber	6
Onions	7
Lettuce, iceberg	9
Lettuce, Romaine	9
Cauliflower	9
Green onions	10
Broccoli	12
Peppers, sweet green	13
Mushrooms	15
Radishes	18
Red cabbage	26
Carrots	33
Spinach	50
Celery	88
Chickpeas	120
Chopped egg	120
Cole slaw	120
Olives, black	230
Cottage cheese	250
Pickled beets	335
Potato salad	480
Olives, green	680
Croutons	735
Shredded cheese (American)	1125
Pickles	1970
Bacon bits (imitation)	3065

Dressings (Calories per tablespoon)

Blue cheese	75
Diet dressing	6-30
French	65
Italian	85
Thousand Island	80
Oil	120
Vinegar	0

Dressings (mg sodium per tablespoon)

Blue cheese	165
Diet dressing	105-180
French	220
Italian	315
Thousand Island	110
Oil	0
Vinegar	0

VITAMIN A

Excellent Sources†

Broccoli
Carrots
Peppers, hot red
Spinach

PROTEIN

Excellent Sources†

Bacon bits (imitation)
Shredded cheese (American)

VITAMIN C

Excellent Sources†

Broccoli
Cauliflower
Cole slaw
Peppers, hot red
Peppers, sweet green
Red cabbage

CALCIUM

Excellent Source†

Shredded cheese (American)

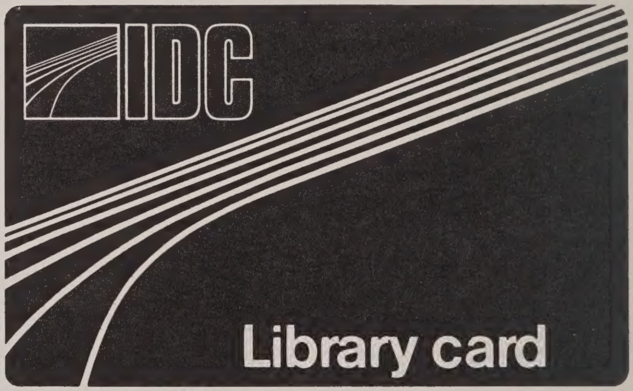
FIBER

All vegetables are fiber sources.

Etcetera

IDC SCANDINAVIA'S LIBRARY CARD

IDC Scandinavia has recently introduced an IDC Library card for their clients' use. The client is issued a card and is then free to use all of the information IDC Scandinavia's Library has on hand. IDC Scandinavia's Managing Director, DAVID ROUSE, is hoping this concept will catch on in all IDC offices around the world.



Classified

PRINTER MARKET SENIOR RESEARCH ANALYSTS

IDC has immediate openings for experienced Market Researchers for their expanding Printer Market Program. The ideal candidates should be familiar with major printer vendors and technologies, possess strong written and verbal skills, and be proficient in quantifying and forecasting information processing markets. Marketing, sales, and client support experience are also a major plus. Interested candidates should send a resume to: Dept. DM, IDC, 5 Speen St., Framingham, MA 01701.

HANDS-ON DIRECT MARKETER

IDC's growing publications unit needs organized hands-on direct marketer who can handle P&L responsibility as well as conceive campaigns, write compelling copy, and shepherd it into mail. Knowledge of circulation a plus. Please send resume and sample copy to: Dept MU, IDC, 5 Speen Street, Framingham, MA 01701.

CLIENT SERVICES REPRESENTATIVE

IDC's Leasing Planning Service (LPS) has an immediate entry level opening for a Client Services Representative. LPS offers a challenging and fast-paced work environment and the opportunity to learn the computer industry in general and the computer leasing industry in particular. Primary duties will include supporting the account manager in handling client inquiries, analyzing industry announcements, and working with numbers. The ideal candidate will possess strong analytical and writing skills. A Degree in Business or Finance preferred, but not necessary. Send resume to: IDC's Leasing Planning Service, 5 Speen Street, Framingham, MA 01701.

PUBLISHER

InCider magazine is currently seeking a Publisher. This person will have responsibility for the entire publishing unit including management, sales, editorial, and design. Total P/L responsibility for the publication rests with the Publisher. Additional responsibilities include image development for the publication, annual budgeting, monthly financial reporting, departmental coordination, and new product development. The Publisher reports directly to the President of CWC/P. Please send resume to Denise LaSala, Personnel Manager, CWC/Peterborough, 80 Pine St., Peterborough, NH 03458.

ASSISTANT PUBLISHER

Individual needed to assume full responsibility for national magazine. You will oversee the staff of editorial and ad sales people, and coordinate production and circulation activities. Send resume to Jim Kendrick, Wayne Green Enterprises, Route 202 North, Peterborough, NH 03458.

IDG UPDATE

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SOFA/LOVESEAT FOR SALE

Pillow-back sofa and loveseat, Haitian cloth fabric, tan color. Good condition. Asking $325. Call Jan Iacovelli at CWCI, (617) 879-0700, x379.

CAR FOR SALE

1974 Mercedes-Benz 240D, in excellent condition. Green (new paint job, no rust), tan interior. Automatic, floor shift; original engine; radial tires; new battery, brakes, belts, and muffler. AM/FM Cassette Radio (Pioneer). Air conditioned. Inspected July, 1985. Mileage: 30-35 mpg. A "steal" at $3,800. Call Ann Baker at IDG, 875-5000, x404.

THE SECOND ANNUAL IDG PHOTO CONTEST: A CALL FOR ENTRIES

One of last year's winners; Ed Warner, Senior Writer, Computerworld.

Back by popular demand, the IDG photo contest is open once more. Starting now and running through October 1, 1985, entries will be accepted for the contest. Unlike last year, when the winning photos were part of the 1985 IDG Calendar, this year's winners will be displayed in a special insert to the IDG Update later in the year.

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2) Both color and black and white photos are eligible. Slides as well as prints are acceptable but negatives and contact sheets are not.

3) There is a limit of two entries per person.

4) The contest has an open theme. Enter your best photos regardless of subject matter. Photos may have been taken at any time, any place. BE CREATIVE.

5) Each photo should have your name, department, publication and phone extension accompanying it. Also include a title for your photo. We will make every effort to return all photos to their rightful owners but we cannot be responsible for photos lost or damaged.

6) NO entries will be accepted after Oct. 1.

7) Winners will be chosen by creativity, content and overall photographic quality. Take a look at photos on the IDG calendar for inspiration.

8) All entries should be carefully packaged and sent to Cheryl Tynan in the Computerworld editorial dept. Any questions on the contest, please contact Glenn Rifkin at CW ext. 577. GOOD LUCK AND SEND THOSE PICTURES IN.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 30

July 29, 1985

CWCI's Managers In Europe

For the first time ever, CWCI's European editorial and sales managers got together for a meeting on June 20-22, held in Amsterdam. The workshop/meeting was attended by 88 CW staff members -- from England, France, Norway, Denmark, Germany, Italy, Switzerland, Spain, Sweden, and the Netherlands. They were joined by SUSAN BLAKENEY, DIANA LA MURAGLIA, FRANK CUTITTA, and ISABELLA BARBAGALLO from the United States.

The meeting consisted of full day workshops on Friday, June 21, with the editorial and sales staffs splitting up after a general meeting. An introduction was given by ECKHARD UTPADEL, Vice President/Northern Europe, who welcomed the representatives from 10 countries (11 tabloids, and 22 magazines in 10 different languages) with the theme, "Let's Talk About Europe." Eckhard also provided a brief review of CW/Europe's ten years.

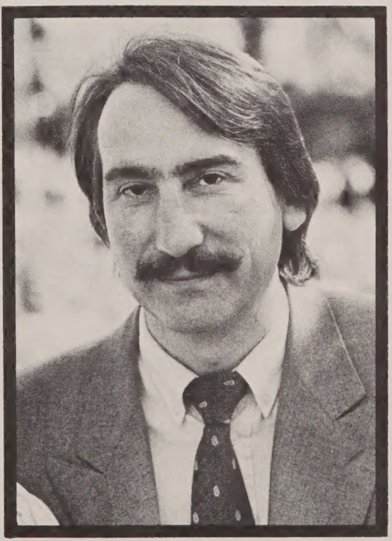
AXEL LEBLOIS, Vice President/Southern Europe, followed this up with an overview of facts,

Continued on Page 4

CW Switzerland To Debut

CW Communications in Switzerland plans to launch a new Swiss weekly, *Computerworld*, in tabloid form, dedicated to the Swiss computer community. Due to appear late this year, *Computerworld Schweiz* will be based in Zurich and will be the first weekly DP newspaper in Switzerland.

Publisher and General Manager for Switzerland is GEBHARD OSTERWALDER, a publishing professional who built up his experience as Managing Director of



Gebhard Osterwalder

Continued on Page 5

Spotlight

CW Art & Paste-Up Departments

From Left to Right
Kristie VanValkinburgh, Dianne Gronberg, Geoff O'Connell, Chuck Ladouceur, Alan Hopkins, Tom Monahan

TOM MONAHAN manages the Art Department for CWCI, and is the Art Director for "Computerworld Focus." He has been with CW since 1978, and has since done design work for CBN, Micro Marketworld, OA, Computerworld, On Communications, CWCMG and IDG. He attended the University of Massachusetts in the Graphic Design Program, and worked for the Revolver Ad Agency before joining CWCI. Tom resides in Sudbury, Masssachusetts. In his spare time he can be found camping and playing volleyball, and he admits to being a terrible softball player. Tom also enjoys playing guitar in a bluegrass band.

Art Director for The Conference Management Group is KRISTIE VAN VALKINBURGH, who is responsible for the development of all design concepts as well as ensuring that formats are followed through by CWCMG and the Production Department. Kristie graduated from Rochester University with a Bachelor's Degree in Fine Arts. In her spare time she can be found swimming and enjoying ice hockey. Kristie also participated in the design of the 1985 IDG Calendar.

The Art Director for On Communications is DIANNE GRONBERG. She is responsible for the overall look of the magazine. Dianne came to CWCI in March of last year from SUNY's Albany publications office. She is a 1978 graduate of the Rochester Institute of Technology, College of Fine and Applied Arts. In her spare time Dianne likes to visit the beach, and she enjoys cooking.

CHUCK LADOUCEUR joined Computerworld as a Graphic Designer in April this year. He studies at the Art Institute in Boston majoring in graphic design and photography. For the past six years Chuck has owned and operated an advertising design and photography studio serving clients in the New England area. Chuck's outside interests include sound engineering and multi-track recording.

GEOFF O'CONNELL is Computerworld's Art Department Assistant who joined CW in April of this year. In his position Geoff is responsible for assisting all Art Department members as well as the developing of the photographs for the IDG Update. Geoff is a graduate of Rochester Institute of Technology specializing in photography, color design and advertising photography. In his spare time Geoff enjoys a good game of frisbee.

Assistant to the Art Director for Micro Marketworld is ALAN HOPKINS. After Alan's graduation from RIT and the Art Institute, this young artist attacked the art community as a free lancer. Finding the feast and famine routine not exciting enough, he opted for employment in the ever-stable restaurant business. However, deciding that life can't be all beer and skittles, Alan came to the Art Department of Micro Marketworld.

Ann Bartolotti

ANN BARTOLOTTI is the Art Director of Micro Marketworld. Although part of the Production Department, Ann works and resides in the MMW Editorial Department. Ann is part of the creative team responsible for the cover and inside art. The job includes directing many outside illustrators and photographers, and coordinating these pieces with the editorial package. Ann is currently in the process of redesigning MMW. A 1978 graduate of the Art Institute of Boston, Ann's previous employers include the Boston Herald and Cahners Publishing. Ann spends much of her free time in a dance studio practicing jazz and tap.

From Left to Right
Carl Marchi, Susan Gauvin, Elton Pereira, Ann Finn, Jeff Babineau

CARL MARCHI is the Operator of the Camera Room at CWCI. Carl shoots the half-tones and photostats for Computerworld and Micro Marketworld, and any special publications. Carl joined CWCI in February, 1983.

SUSAN GAUVIN is the Paste-up Artist for all CWCI Publications, as well as in-house projects. Susan joined CWCI in April of 1984. She initially began working on a co-op program from Assabet Valley Vocational High School in June, 1983. Her interests include skiing, aerobics, the beach, and photography.

ELTON PEREIRA works in Paste-up in the Production Department at CWCI. Elton is responsible for paste-up of the CWCI publications, as well as any other special publications. He attended Assabet Valley Regional Vocational High School. When not at work, Elton can be found doing free-lance art work, such as painting, pen and ink, and pencil drawing. His other activities include singing in a rock and roll band, as well as weight lifting and bicycling.

ANN FINN is the Paste-up Supervisor for Micro Marketworld. Ann has been with CWCI for the past five years. Her responsibilities as Paste-up Supervisor include overseeing the overall daily production of Micro Marketworld and assembling all materials to be sent to the printer. In addition, Ann assists the Production Director, Peter Holm. In what little spare time Ann has, she is an avid aerobics fan.

JEFF BABINEAU is also a Paste-up Artist in CW's Production Department. His duties include pasting up pages for Computerworld, Micro Marketworld, CW Communications, and various odd jobs for CW. Jeff has been with CW for three months, and prior to that he was a student at Assabet Valley Regional Vocational High School in Marlboro, Massachusetts. Jeff is a competitive roller skater, and skates in competitions throughout the country. He has placed in many competitions and was recently interviewed by the Channel 6 News, which recently aired a special segment on him. He practices at the rink six days a week, and also has a part-time night job.

Trish Gaudette

Paste-up Manager for CWCI is PATRICIA GAUDETTE. She is responsible for ensuring the mechanical production of all publications produced by CWCI. Patricia has worked at CWCI for four years. She attended four years of technical school, majoring in commercial art and design. Prior to CWCI, Patricia worked at the Marlboro Enterprise News and the Town Crier Newspaper. Patricia resides in Marlboro (aka Mayberry), and in her spare time enjoys volleyball, softball, and photography.

More News...

CWCI's Managers In Europe

From Page 1

figures, and developments for the coming years. The weekly publication editors then met to discuss problems and projects they could work on together in the future.

AMIEL KORNEL was introduced to the group as the newest member of the CW Network team. Amiel will head up the Paris Hub Bureau of the CWN, acting to coordinate the CWN news flow from Europe.

The monthly publications met separately, and one of the main points of discussion was working together with IDC's offices worldwide. All editors agreed that CW and IDC should share information with each other to form a joint campaign that will enable readers/customers to make contacts with businesses in other international markets.

The sales and advertising managers of European publications met together to talk about recruiting, training, and motivating staff, as well as improving cooperation within Europe. "Success and failure" experiences were also shared among the European colleagues. Diana La Muraglia spoke about the International Marketing Services and the importance of communicating with one another as a "team." She stressed that in order to reach the $1 billion goal of 1990, "communication through collaboration" is essential. KARIN GIFFHORN of CW Publikationen in Germany spoke about effective classified advertising sales. BARRY MARCUS gave an exhilarating sales training seminar.

Everyone got back together on Friday evening to enjoy a cruise through the canals of Amsterdam on an authentic paddleboat. An extensive buffet, dancing, and a birthday celebration for Axel LeBlois made for an unforgettable evening.

On Saturday morning the group met for a final summation, which was delivered by representatives from the three groups. This was followed by a closing speech by DIETER ECKBAUER of CW Publikationen, Germany, who introduced two new buzzwords into the information age: BC (Before Computer), and AC (After Computer). Most of the CW/Europe staff then took advantage of the opportunity to spend the weekend touring beautiful Amsterdam.

CW Switzerland To Debut

From Page 1

Editor AG, a company specializing in publishing. There Gebhard launched specialized magazines, such as Vinum, Sammeln, and Schweizer Garten. He has also managed several other publications owned by third parties. He served as Editor-in-Chief of the leading Swiss advertising magazine, Werbung-Publicite, which gave him knowledge of advertising agencies and ad professionals.

From 1968 to 1977 Gebhard was Group Manager at Impuls Werbung, an advertising agency, and was responsible for the development and execution of PR campaigns in the consumer goods and servicing companies sector. With the assistance of two colleagues, he then founded the Editor Publishing Company in 1977.

Best of success in the launch of the much anticipated Computerworld Schweiz!

People

MERRI MACK, a Sydney-based Journalist with Computerworld Australia, recently scored a major triumph in the 1985 Henry Lawson Festival Fun Run, over 8km, at Grenfell, NSW. Not only was Merri the first woman home, she was also a very creditable 13th overall in a field of 500, including leading runners from all over the state. Merri is a keen runner and has taken part in several marathon events. The festival is named after one of Australia's leading poets.

Promotions

JUDY WALKER of CW Peterborough's 80 Micro staff was recently promoted to the position of Advertising Coordinator. In this position Judy is responsible for overseeing all phases in the Advertising Department, including placement of all advertisements and ensuring the credit status of clients before the ads are placed. Prior to this position Judy worked at 80 Micro as an Advertising Secretary. Congratulations on your new position, Judy!

New Employees

Macworld's Ad Sales Department is happy to welcome LINDA HOLBROOK to the team. Linda is the department's new Eastern Account Manager. She will be responsible for selling ad space in both the New York and Boston sales regions. Linda is a former employee of Ziff-Davis Publications, where she worked in the Creative Computing and Computers and Electronics Division. A graduate of the University of Maine with a B.A., and Simmons College with an M.S., Linda is also a flying enthusiast. Linda is a member of the Advertising Club of Greater Boston, the Boston Computer Society, and the Aircraft Owners and Pilots Association. Welcome aboard, Linda!

The newest member of PC World's Advertising Sales staff is HELAINE KOFFLER. Helaine will be their new Northeastern Account Manager with responsibility for the New York, Connecticut, and Vermont areas; and in Canada, the Quebec and Maritime Provinces Prior to coming to PC World Helaine worked for Gralla Publications "Meeting News" as an Account Manager. Best of luck, Helaine!

Another new addition to PC World's Ad Sales Department is SHARON VAN LEUVEN, who will be the new Northern California Account Manager, selling advertising space in the northern California area. Sharon comes to PCW from TRT Telecommunications, where she served as an Account Manager. She is a graduate of California State College, and has a B.A. and an M.S. in Speech and Communications. Sharon is the President of the National Association for Professional Sales Women. Sharon resides in Castro Valley, and she and her husband enjoy restoring old houses.

Anniversaries

One-Year Anniversaries

Brian Banks, CW/Canada
Lisa DiRusso, CWC/P
Sherilyn Driscoll-Coleman, CWCI
Helen Finch, CW/Canada
Debra Joyce, IDG
Liz Kehn, CWC/P
Deborah Leader, CW/Canada
D.L. Leslie, CW/Canada
Vern Millward, CW/Canada
Sharon Phillips, CW/Canada
Cassandra Russell, LR
Gerald Tanham, IDC
Susan Thompson, IDC
Cheryl Vandergriff, IDC
D. Peter Vanderlee, CW/Canada

Two-Year Anniversaries

Marilyn Annucci, CWC/P
Bill Boyer, CWC/P
Patricia Collins, CWCI
Shawn LaFlamme, CWC/P
Carole Lerner, IDC
Mary Ellen McKenney, CWC/P
Denise Miller, CWC/P
Bob Ryan, CWC/P
Stella Sheppard, CWC/P
Reg Sheppard, CWC/P

Three-Year Anniversary

Jude Goldman, CWCI

Four-Year Anniversaries

Sue Donohoe, CWC/P
Pamela Gendreau, IDC

Six-Year Anniversaries

Ross Kenyon, CWC/P
Edward Marecki, CWCI

Fitness Focus

Lettuce Educate You

Salad bars are here to stay. They're so popular that even fast-food restaurants now offer them to their customers.

But man and woman cannot live by lettuce alone. Many nutrients are needed in the daily diet and should be considered at the same time calories are counted and the veggies are surveyed.

So here, to help you learn what's what at the salad bar, is a chart crammed full of nutritional information. Clip it and take it with you the next time you break bread, er . . . croutons, at your favorite salad bar.

CALORIE COUNTS
(per 100 gram (3½ oz.) serving)*

Cucumber	10
Lettuce, iceberg	13
Radishes	13
Celery	15
Lettuce, Romaine	18
Peppers, sweet green	20
Tomatoes	20
Cauliflower	21
Peppers, hot red	21
Spinach	22
Broccoli	25
Red cabbage	28
Mushrooms	29
Onions	36
Bean sprouts	40
Carrots	40
Green onions	40
Pickled beets	60
Pickles	65
Olives, green	95
Cottage cheese	105
Chickpeas	118
Cole slaw	145
Potato salad	145
Olives, black	150
Chopped egg	160
Shredded cheese (American)	380
Croutons	390
Bacon bits (imitation)	530

SODIUM
(mg per 100 grams)*

Peppers, hot red	4
Tomatoes	4
Bean sprouts	5
Cucumber	6
Onions	7
Lettuce, iceberg	9
Lettuce, Romaine	9
Cauliflower	9
Green onions	10
Broccoli	12
Peppers, sweet green	13
Mushrooms	15
Radishes	18
Red cabbage	26
Carrots	33
Spinach	50
Celery	88
Chickpeas	120
Chopped egg	120
Cole slaw	120
Olives, black	230
Cottage cheese	250
Pickled beets	335
Potato salad	480
Olives, green	680
Croutons	735
Shredded cheese (American)	1125
Pickles	1970
Bacon bits (imitation)	3065

Dressings (Calories per tablespoon)

Blue cheese	75
Diet dressing	6-30
French	65
Italian	85
Thousand Island	80
Oil	120
Vinegar	0

Dressings (mg sodium per tablespoon)

Blue cheese	165
Diet dressing	105-180
French	220
Italian	315
Thousand Island	110
Oil	0
Vinegar	0

VITAMIN A

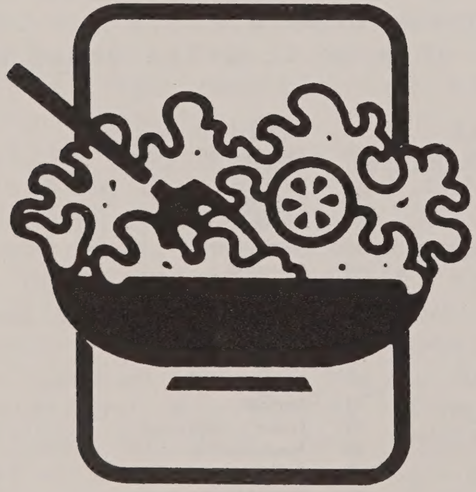
Excellent Sources†

Broccoli
Carrots
Peppers, hot red
Spinach

PROTEIN

Excellent Sources†

Bacon bits (imitation)
Shredded cheese (American)



VITAMIN C

Excellent Sources†

Broccoli
Cauliflower
Cole slaw
Peppers, hot red
Peppers, sweet green
Red cabbage

CALCIUM

Excellent Source†

Shredded cheese (American)

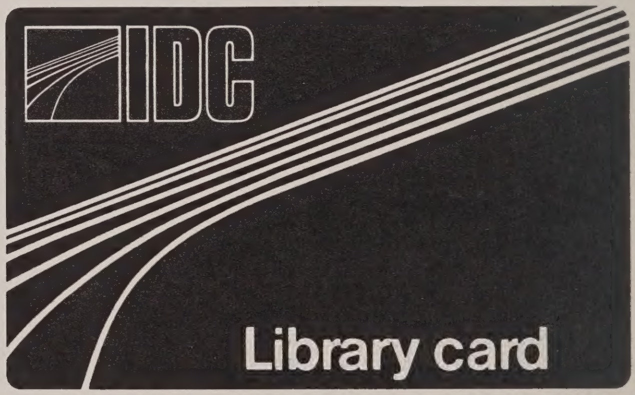
FIBER

All vegetables are fiber sources.

Etcetera

IDC SCANDINAVIA'S LIBRARY CARD

IDC Scandinavia has recently introduced an IDC Library card for their clients' use. The client is issued a card and is then free to use all of the information IDC Scandinavia's Library has on hand. IDC Scandinavia's Managing Director, DAVID ROUSE, is hoping this concept will catch on in all IDC offices around the world.



Classified

PRINTER MARKET SENIOR RESEARCH ANALYSTS

IDC has immediate openings for experienced Market Researchers for their expanding Printer Market Program. The ideal candidates should be familiar with major printer vendors and technologies, possess strong written and verbal skills, and be proficient in quantifying and forecasting information processing markets. Marketing, sales, and client support experience are also a major plus. Interested candidates should send a resume to: Dept. DM, IDC, 5 Speen St., Framingham, MA 01701.

HANDS-ON DIRECT MARKETER

IDC's growing publications unit needs organized hands-on direct marketer who can handle P&L responsibility as well as conceive campaigns, write compelling copy, and shepherd it into mail. Knowledge of circulation a plus. Please send resume and sample copy to: Dept MU, IDC, 5 Speen Street, Framingham, MA 01701.

CLIENT SERVICES REPRESENTATIVE

IDC's Leasing Planning Service (LPS) has an immediate entry level opening for a Client Services Representative. LPS offers a challenging and fast-paced work environment and the opportunity to learn the computer industry in general and the computer leasing industry in particular. Primary duties will include supporting the account manager in handling client inquiries, analyzing industry announcements, and working with numbers. The ideal candidate will possess strong analytical and writing skills. A Degree in Business or Finance preferred, but not necessary. Send resume to: IDC's Leasing Planning Service, 5 Speen Street, Framingham, MA 01701.

PUBLISHER

InCider magazine is currently seeking a Publisher. This person will have responsibility for the entire publishing unit including management, sales, editorial, and design. Total P/L responsibility for the publication rests with the Publisher. Additional responsibilities include image development for the publication, annual budgeting, monthly financial reporting, departmental coordination, and new product development. The Publisher reports directly to the President of CWC/P. Please send resume to Denise LaSala, Personnel Manager, CWC/Peterborough, 80 Pine St., Peterborough, NH 03458.

ASSISTANT PUBLISHER

Individual needed to assume full responsibility for national magazine. You will oversee the staff of editorial and ad sales people, and coordinate production and circulation activities. Send resume to Jim Kendrick, Wayne Green Enterprises, Route 202 North, Peterborough, NH 03458.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

CLERK/TYPIST

IDC is looking for a Clerk/Typist to work 20 hours a week (timing is flexible). The successful candidate will have good typing skills, and experience on the Wang Word Processor is preferred but not necessary. Interested candidates should contact Marilyn Engels, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x212.

BENEFITS COORDINATOR/PERSONNEL ASSISTANT

The Personnel Department of IDG has an immediate opening for a Benefits Coordinator/Personnel Assistant. Responsibilities will include reviewing health insurance claims from employees, and overseeing payment of these services; serving as liaison between employees and the insurance carrier; maintaining personnel records, typing, and filing; and providing support to the receptionist. The ideal candidate should possess excellent telephone skills, be well organized, enjoy a variety of responsibilities, and type 45 wpm. A background in health insurance is desired, but not a requirement, since the right individual will receive training. Interested candidates should call or submit a resume and salary requirements to Janet Ingrando, Insurance Claims Administrator, IDG, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, x433.

CREDIT & COLLECTION

IDG's Credit Department has an opening for a credit and collection person. Responsibilities include monitoring the credit practices and collections for one or more of our companies. The ideal candidate would have two years of experience in collection work, preferably with a Degree in Business. Interested candidates should forward a resume and salary requirements to Frank Smith, Corporate Credit Manager, IDG, P.O. Box 1450, Framingham, MA 01701. No phone calls, please.

COPY EDITOR

InfoWorld has an opening for a Copy Editor in their busy Editorial Department. Duties will include editing features, product reviews, and news for grammar, consistency, and style. Proofreading page proofs, entering, formatting, and typesetting copy using the Atex computer system will also be part of the daily responsibilities. A sharp eye for detail and the ability to work under the pressure of deadlines are required. An excellent grasp of spelling and English grammar are a must. Experience on an electronic editing system is helpful, but not required. Please send resume and cover letter, including salary requirements, to Deborah Branscum, Chief Copy Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

SOFA/LOVESEAT FOR SALE

Pillow-back sofa and loveseat, Haitian cloth fabric, tan color. Good condition. Asking $325. Call Jan Iacovelli at CWCI, (617) 879-0700, x379.

CAR FOR SALE

1974 Mercedes-Benz 240D, in excellent condition. Green (new paint job, no rust), tan interior. Automatic, floor shift; original engine; radial tires; new battery, brakes, belts, and muffler. AM/FM Cassette Radio (Pioneer). Air conditioned. Inspected July, 1985. Mileage: 30-35 mpg. A "steal" at $3,800. Call Ann Baker at IDG, 875-5000, x404.

THE SECOND ANNUAL IDG PHOTO CONTEST: A CALL FOR ENTRIES

One of last year's winners; Ed Warner, Senior Writer, Computerworld.

Back by popular demand, the IDG photo contest is open once more. Starting now and running through October 1, 1985, entries will be accepted for the contest. Unlike last year, when the winning photos were part of the 1985 IDG Calendar, this year's winners will be displayed in a special insert to the IDG Update later in the year.

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Volume 15, Number 31 August 5, 1985

In Memoriam

Andrew Fluegelman
1943-1985

Bart Rhoades, President of PC World Communications announced with great sadness the death of Andrew Fluegelman, founding editor of PC World and Macworld. "'Andrew was a major contributor to the personal computer industry as a programmer, publisher, and author as well as being one of the primary forces behind the success of PC World and Macworld. He was the inventor of the immensely popular communications program, PC Talk, and co - authored a new PC World book from Simon & Schuster, 'The Fully Powered PC.'" David Bunnell, Chairman of PC World added, "Andrew's contributions to our company and to our industry will live on for many years." "Its a heartfelt loss for everyone who knew or worked with him", ended Bart.

Apple II's Journal's New Design

The inCider: Apple II Journal, published by CWC/Peterborough has announced a redesigning of the interior and exterior of the Apple II Journal which will debut with the October 1985 issue of the magazine. The Apple II Journal is the only publication devoted exclusively to coverage of the Apple II computers, related to hardware and software and their applications.

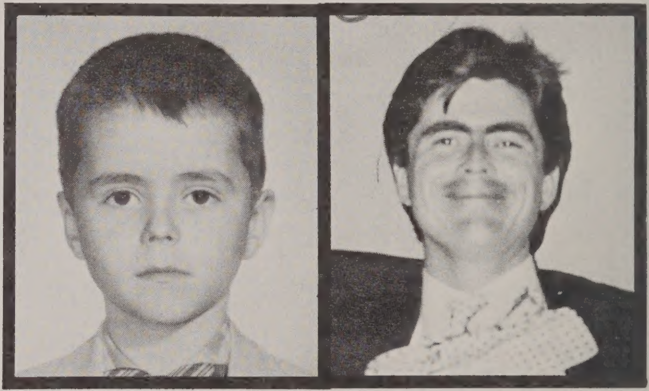
According to SUSAN GUBERNAT, inCider's Editor-in-Chief, "Our entire staff is excited by the

Continued on Page 5

IDG's Chairman's Office

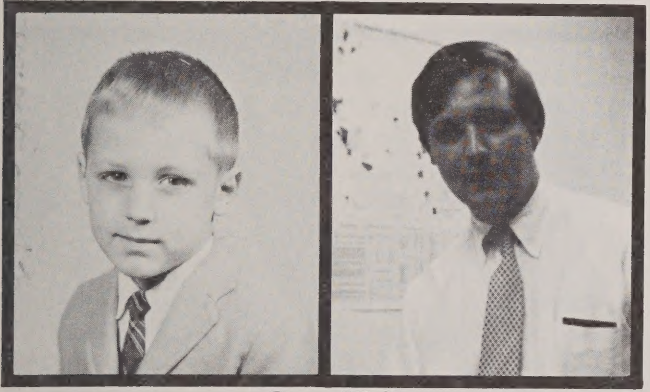
Pat McGovern

PAT MCGOVERN is Founder, President, and Chief Executive Officer of IDG. "Chairman Pat" serves as the Chairman of the Board at IDC and is one of the best known commentators on the pattern of growth of the computer market and the structure of the computer industry. He is also Chairman of CW Communications/Inc. and Founder of its weekly publication, Computerworld. Pat was born in New York, and is a graduate of the Massachusetts Institute of Technology in Cambridge, Mass. where he was involved in the development of computer applications in the area of artificial intelligence. He served as Director of the Information Industry Association, has been a member of the Database Panel of the Computer Science and Engineering Board of the National Academy of Sciences, and has been a member of the Software Protection Committee of the National Council of Patent Law Association. He is a member of the American Business Conference, the American Electronics Association, the Information Industry Association, Massachusetts High Tech Council, and the Young President's Organization.

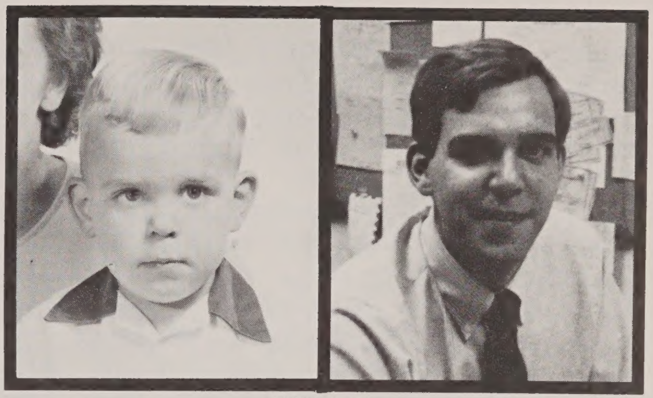


Tim McNeill

TIMOTHY MCNEILL, V.P. Corporate Development, guides IDG's worldwide strategic business units in their planning efforts and contributes to new business development and acquisition activities. Although fortified with formal analytical techniques garnered from several years consulting internationally with Arthur D. Little, Inc., as well as graduate work at Harvard University and undergraduate studies at Columbia and S.U.N.Y Buffalo, Tim maintains the primary source of his inspiration springs from his four-year sojourn in the Himalayas. The first year was spent in monasteries in India and Nepal and three years in the HinduKush mountains of Afghanistan with the Peace Corps. His avocations include electoral politics and his role as Chairman of the Investment Advisory Committee of the Board of Directors of the Massachusetts Technology Development Corporation, a publicly funded venture capital firm. He is also a member of the Advisory Council for the International Information and Communications Program of the Fletcher School of Law and Diplomacy at Tufts University. A recent 35th birthday has sharpened Tim's appreciation of seeking reflective refuge as frequently as possible at his lakeside retreat in central Massachusetts.


Steve Woit

STEVE WOIT is Director of Business Development for Personal Computer Publications at IDG. Steve works with the Chairman and the publishers of the CWCI personal computer publications, providing competitive analysis, marketing and planning assistance. He also publishes a competitive newsletter that reports on significant developments in the personal computer publishing field, with commentary on market trends and new opportunities. In addition, he is responsible for the preparation of a manual to assist CWCI managers worldwide in launching and operating new publications. Before joining IDG in 1980, Steve was publisher of a monthly magazine while completing studies at Yale and Harvard universities.


Bill Sell

BILL SELL, IDG's Manager of International Telecommunications, has worked in the Chairman's office for over seven years. Bill's current responsibilities include managing IDG's worldwide electronic mail system, involvement with the IDC telephone system and serving as Operations Manager with the Communication Networks trade show. Bill also conducts a variety of analysis surveys on information firms for IDG as well as managing IDG's annual employee evaluation. Since joining IDG while a student at Northeastern University, Bill has worked on several major projects including five years as editor of the IDG Update. He is currently completing a Master's degree in Business Administration at Boston University. Bill and his wife Kristen live in Allston.

Mary Dolaher

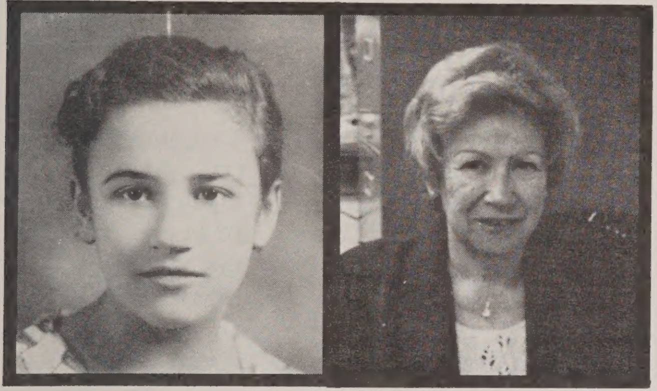
Executive Assistant to the Chairman is MARY DOLAHER. In this position Mary is responsible for managing the support staff to the Chairman. She also serves as the Corporate Clerk, attending all IDG Board of Directors meetings. She is responsible for coordinating the Chairman's extensive travel and meeting schedules, providing administrative support, and serving as an Assistant Editor of the IDG Update, for which she prepares news stories, and the "People", "Promotions", and "Transfer" sections. Mary's tenure at IDG began three years ago when she joined as the receptionist; after one year was promoted to Benefits Coordinator in the Personnel Department, and in January 1985 was promoted to her current position. Mary is working toward a degree in Business Management at Newbury Junior College and is looking forward to her first trip to China in September for the quarterly Board of Directors meeting. In her spare time Mary enjoys tennis, exercising and the beach.

Terri Russo

TERRI RUSSO started with IDG in October, 1984 as a secretary and has since moved into the position of Administrative Assistant. In her position, Terri is the Editor of the IDG Update and is also responsible for secretarial support to the Chairman's Office. In her work with the IDG Update, Terri is responsible for organizing the news and production team, establishing schedules and overseeing the content of the publication. Prior to IDG, Terri worked as an administrative assistant with a consulting firm in the field of personality testing. She attended Regis College, and is now pursuing a degree at Central New England College at night. Terri has her real estate sales license and takes pleasure in managing a store and two-family house in Western Mass. She also enjoys exercising, cooking, and spending time with her husband.

Vickie Bagley

VICKIE BAGLEY, Administrative Assistant in the Chairman's Office, also works as Assistant Editor of the IDG Update. Among her varied responsibilities, Vickie assists in the coordination of projects for the V.P. of Corporate Development, Telecommunications Manager, and Director of Business Development. She is also responsible for the anniversary section and training news supplements of the IDG Update, as well as its distribution list. Before joining IDG in February, 1984 Vickie was employed by a small manufacturing sales office in Waltham. She holds a B.A. degree in French and she recently began work on her Master's degree at Middlebury College in Vermont. Outside of work, Vickie is eagerly anticipating this September when she will become a "married lady."



Ann Baker

ANN BAKER assists the secretarial staff of the Chairman's office, and is involved in the production of the weekly IDG Update. Ann has had a varied business career. She came to IDG in March, 1979 via Computers and Automation magazine (where she was associated with Chairman Pat McGovern in the early 1960s); Brandon Applied Systems, New York City; and Coulter Biomedical Research Corporation, Concord, Massachusetts. Ann and her husband, Harry, who is an avid golfer and stamp collector, live in Waltham. She enjoys winter weather with lots of snow, traveling, windjammer sailing, concerts, opera, ballet, eating exotic foods, and spoiling her three grandsons.

More News...

Apple II's Journal's New Design

From Page 1

new design, and everyone has expressed appreciation to DONNA WOHLFARTH, inCider's Art Director. Her assignment was to reflect the growing sophistication of the technology we cover, and she's achieved just the right contemporary, forward-looking aesthetic."

When asked for details of the new design, Donna said, "I started with a philosphy of stark simplicity, so I began by stripping the book, I then added only what was need for readability and page identity, you'll notice a great deal more white space.

"The size of the editorial artwork has been reduced, so as not to compromise the volume of text over a given number of pages. In addition, the illustration and photography have been refined to reflect a more futuristic attitude.

"The typeface has been changed as well as the margins. Where they used to be justified, they are now ragged right form. The end result is an appealing departure from what most technically-oriented computer magazines are doing," Donna stated. inCider has also announced the premiere of a new column with the October 1985 issue. Devoted to assembly language, the monthly column will be contributed by the popular author and programmer, Roger Wagner. Mr. Wagner is best known by Apple users for his former work with Softalk magazine.

inCider

People

ROLAND KLASSEN of IDC Canada was recently wed to Wanda Nee Tyrala. Roland and Wanda's ceremony was held at the Rosedal United Church in Toronto with a reception at Pine Point Lodge. The newlyweds will spend their honeymoon in Rhodes, Greece and on a one week cruise to Athens. Please join us in congratulating the newlyweds.

Promotions

Congratulations to FRANK CUTITTA who was recently promoted to National Sales Manager for CWCI's International Marketing Services. In his new position Frank will be responsible for the West Coast territory. Join us in wishing him much success in his newly appointed position.

New Employees

WGE is pleased to welcome VIRGINIA MILLER, as their new Public Relations Director. In her new position Virginia will be responsible for all of the public relations for WGE and its divisions. As a special project, Virginia will be working on developing and coordinating a national public relations campaign for One-Write Plus. Virginia comes to WGE from AAA New Hampshire where she served as the Public Affairs Manager for community and government relations. Virginia received her BA from Smith College in Massachusetts. Virginia has "an avid interest in astrology as a body of knowledge which can accurately pinpoint personal growth cycles as well as national and international sociological/political trends".

TRUDY NELSON is the newest member of the 80-Micro staff at CWC/Peterborough. Trudy's new position as Copy Editor finds her editing feature articles and several regular columns for the magazine. Prior to coming to CWC/P Trudy worked for the Reference Division of Houghton Mifflin as an Editor of dictionaries. Welcome aboard Trudy.

In WGE's Retail Division, FAITH BALL has come on board as the new Assistant Manager in charge of running the Instant Software retail store in Keene, New Hampshire. After graduating from New Hampshire College with a BS in Management Information Systems, Faith worked at the college as a Student Programmer writing programs to fill the needs of the offices. Faith is married and enjoys reading, weight lifting, and general exercising.

IDC's CIMS department recently greeted VICKI BROWN to the team as their new Senior Analyst. Vicki will be working on market research and analysis on the computer-aided design and engineering (CAD/CAE) industry. Vicki comes to IDC from the CAD/CIM Alert and the CAE Workstation Alert newsletters where she served as Editor. Vicki holds a B.S. degree in journalism and an M.S. degree in Science Communication from Boston University, where she specialized in technology and industry assessment.

Anniversaries

One-Year Anniversaries

Madelyn Spada, CWCI

Two-Year Anniversaries

Geoffrey Dodge, CWCI
Robert Hoskins, PCI

Three-Year Anniversary

Richard LePage, CWCI

Four-Year Anniversary

Raymond Corbin, CWCI

Eight-Year Anniversary

Katherine Doyle, CWCI

Consider This

Making the Getaway Great

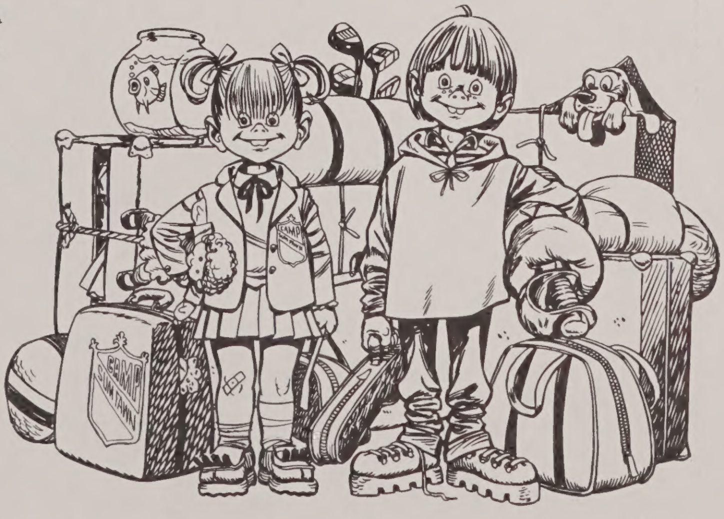
There's more to planning a successful vacation than just making travel reservations. A travel agent offers these tips for a successful vacation:

Nine pluses

1. Know your budget limit *exactly.* Then relax and enjoy spending it.
2. Leave enough money uncommitted to allow for irresistible extras.
3. Learn which credit cards are accepted. Take traveler's checks.
4. Pack comfortable walking shoes, no matter how ugly they are.
5. Pack prescription medicine and extra eyeglasses.
6. Don't underestimate the sun.
7. To avoid paying re-entry duty, don't take expensive items, such as jewelry or cameras, off-shore without first registering them with U. S. Customs. Also, use the hotel safe for valuables. All those "secret panels" in your luggage are a chuckle to the crooks.
8. Take enough film. They'll be out of your kind wherever you're going.
   Take your prescription drug card. Many drugstores across the country will honor it.

Nine minuses/common mistakes

1. Not taking advantage of travel discounts.
2. Not taking low-cost flight cancellation insurance, especially for charter flights or tours.
3. Not really reading the literature about a vacation site, then being surprised. The lovely little inn has no private baths.
4. Ignoring the fine-print terms of charter flights and tours. It can mean the difference between delight and disaster.
5. Not checking terms on car rentals – rates, insurance, licensing.
6. Not purchasing baggage insurance for off-shore travel.
7. Not pre-checking on hotel availability in peak seasons. Failing to confirm rooms.
8. Going without traveler's checks.
9. Forgetting passports or visas.



Classified

SALES SECRETARY/ASSISTANT

CW Communications/Inc. has an opening in the Menlo Park regional sales office for a Sales Secretary/Assistant. The position reports to the Regional Manager for Micro MarketWorld. Responsibilities include: correspondence for Regional Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other clerical duties as needed. The position requires telephone contact with clients, thus strong verbal skills and a good telephone manner are essential. The successful applicant must be organized, flexible and able to function with a minimum of supervision. To apply, call Joe Kerwin at (714) 250-1305 or send your resume to Joe Kerwin, Western Manager, Micro MarketWorld, 18004 Sky Park Circle, Suite 100, Irvine, CA 92714.

SWITCHBOARD/RECEPTIONIST

CWCI is looking for an energetic, mature individual for mothers hours to handle a very busy ROLM PBX servicing 250 employees. Other duties include receiving visitors. This position is part-time, five days a week from 10 am to 2 pm. The ability to be flexible is very important. To qualify, you must have excellent diction and a pleasant telephone manner. Previous console experience is a plus. To apply, please call Mary Rinaldo at (617) 879-0700.

IDG UPDATE

EDITOR
Terri Russo
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

PUBLISHER

inCider magazine is currently seeking a Publisher. This person will have responsibility for the entire publishing unit including management, sales, editorial, and design. Total P/L responsibility for the publication rests with the Publisher. Additional responsibilities include image development for the publication, annual budgeting, monthly financial reporting, departmental coordination, and new product development. The Publisher reports directly to the President of CWC/P. Please send resume to Denise LaSala, Personnel Manager, CWC/Peterborough, 80 Pine St., Peterborough, NH 03458.

HANDS-ON DIRECT MARKETER

IDC's growing publications unit needs organized hands-on direct marketer who can handle P&L responsibility as well as conceive campaigns, write compelling copy, and shepherd it into mail. Knowledge of circulation a plus. Please send resume and sample copy to: Dept MU, IDC, 5 Speen Street, Framingham, MA 01701.

CLIENT SERVICES REPRESENTATIVE

IDC's Leasing Planning Service (LPS) has an immediate entry level opening for a Client Services Representative. LPS offers a challenging and fast-paced work environment and the opportunity to learn the computer industry in general and the computer leasing industry in particular. Primary duties will include supporting the account manager in handling client inquiries, analyzing industry announcements, and working with numbers. The ideal candidate will possess strong analytical and writing skills. A Degree in Business or Finance preferred, but not necessary. Send resume to: IDC's Leasing Planning Service, 5 Speen Street, Framingham, MA 01701.

PRINTER MARKET SENIOR RESEARCH ANALYSTS

IDC has immediate openings for experienced Market Researchers for their expanding Printer Market Program. The ideal candidates should be familiar with major printer vendors and technologies, possess strong written and verbal skills, and be proficient in quantifying and forecasting information processing markets. Marketing, sales, and client support experience are also a major plus. Interested candidates should send a resume to: Dept. DM, IDC, 5 Speen St., Framingham, MA 01701.

ASSISTANT PUBLISHER

Individual needed to assume full responsibility for national magazine. You will oversee the staff of editorial and ad sales people, and coordinate production and circulation activities. Send resume to Jim Kendrick, Wayne Green Enterprises, Route 202 North, Peterborough, NH 03458.

HOME FOR PET

"Reggie," a 4-5 year-old purebred Irish setter needs a new home. His owner is moving to a "no pets alowed house." He is a healthy, gentle, house-trained dog who loves people. Please call Clint Wilder, CWCI (617) 879-0700 x344 if interested. Call evenings at (617) 745-8741.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 32 August 12, 1985

LINK Sponsors Exec. Conference

LINK Resources in New York plans to hold its 1985 Executive Conference entitled "Marketing the New Technologies" at the Doral Country Club in Miami Beach, Florida during September 8-10. LINK's senior staff and industry leaders will be present to examine the new economics of electronic information delivery, the electronic lifestyle, winners and losers in the local packet switching sweepstakes, home video software, and many more topics. LINK analysts will discuss what they foresee as the central trends, issues, and success factors for the next era of high technology marketing.

President of LINK Resources HAINES GAFFNER will offer the the welcoming address and introduction on Monday, and LYNNE YERBY, Director of Consumer Electronics Media Program for LINK, will speak on "The Electronic Lifestyle: Changes in Consumer Needs." Other key speakers from LINK Resources include STEVE SIECK, Vice President, Electronic Services; MARK WINTHER, Director, New Communications Services Program; ANDY

Continued on Page 6

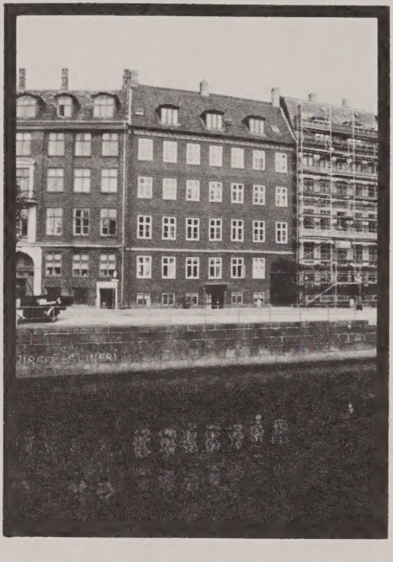
Australia's 2nd On Comm

Computerworld Australia has recently published the second of four editions for this year of Computerworld On Communications under the editorship of NOEL BENNETT. It was also the vehicle for the official catalogue of Videotex '85, a major exhibition in Melbourne. The edition attracted strong advertising support, auguring well for the remaining two editions of 1985, and pointing to considerable growth of the publication next year. At present it is circulated free to CW subscribers, and to the exhibition attendees.

COMPUTERWORLD
On
COMMUNICATIONS
INSIDE
WESTPAC:
Glen Davis discusses the banking battleground
DUFFY:
Down to earth with telecoms

Spotlight

IDC Scandinavia



Postcard from Scandinavia:

Dear All:

I know I should have written a long time ago, telling how we all are here in Scandinavia. But as you know, one just never seems to get the time.

Well, yesterday I bought a stamp and today a postcard, so no more excuses.

Denmark is a nice, friendly country surrounded by Norway and Sweden to the north and east. Denmark is a small country, about twice the size of Massachusetts and with some five million inhabitants. The capital is Copenhagen, and IDC Scandinavia has its headquarters in the heart of the city. As you can see from the picture, it's an old building, built in 1769. It came under fire and was hit in 1801 when Nelson and his navy attacked Copenhagen.

Today most of the space has been taken over by IDC Scandinavia, occupying four of the six floors.

IDC Scandinavia was first started in 1980 by DAVID ROUSE and Anne, his wife of 23 years. David quickly took the Scandinavian moose by the horns, and in five years IDC Scandinavia has grown to a group of 17 people with offices in all four Nordic countries.

"Of men and moose."

Recently, at our 5th anniversary party, we sat down to reflect on our strengths in selling to a small market of 22 million people divided into four very different countries, each with their own language. We think we have succeeded in providing leading edge products and services, such as first the CIS in Europe, online data files, online library/research files, and full accounting/reporting on

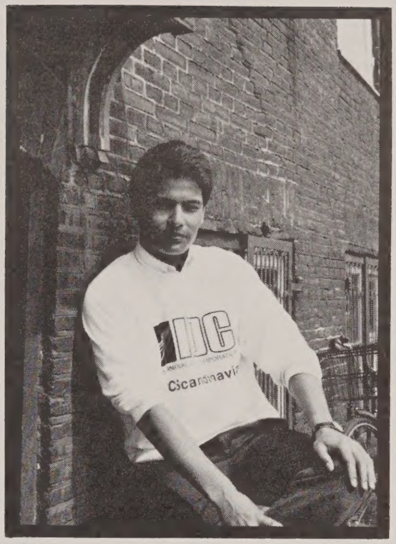
Lotus. We also believe that we are first in Europe with user conferences, Directors Round Table meetings, and a multinational leasing business. This year we are trying to lead in revenues and profits too, but competition is fierce!

Apart from the Copenhagen office, IDC Scandinavia has branched out, and now has an office in each of the four Nordic countries. The Helsinki office is run by MATTI KEIJOLA, and his secretary is RITVA KOKKONEN. The Oslo office is run by NILS LEMMING, and in Stockholm the office is run by KARL AAKE SOEDERBERG, who together with LILLEMOR, his secretary, takes care of our Swedish customers.

Now let me take you on a tour of the house.

On the ground floor we have the Vendor Services headed by CLAUS HESSELBERG, together with PETER HOLM, whose prime responsibility is the retail dealer panel as well as the online data file, and DORTE ROSENSTAND, their secretary. They provide the vendors with a host of services, the most popular being CIS (Continuous Information Services).

Claus Hesselberg



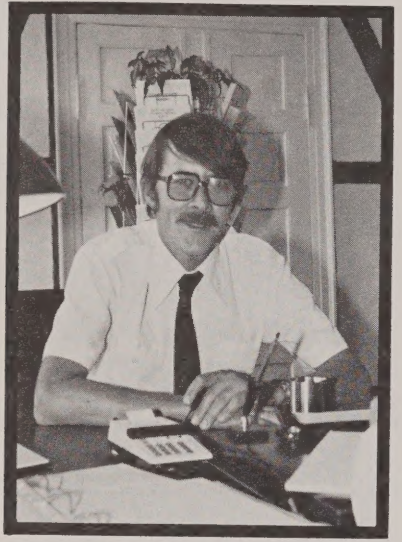
Peter Holm

On the first floor we have the IDC library. The person in charge is CARSTEN MOLLER, who won an Excellent Performance Award for putting the whole thing on line on an IBM XT. Interested clients can now go through the library at their leisure, using the floppies with which Carsten provides them.

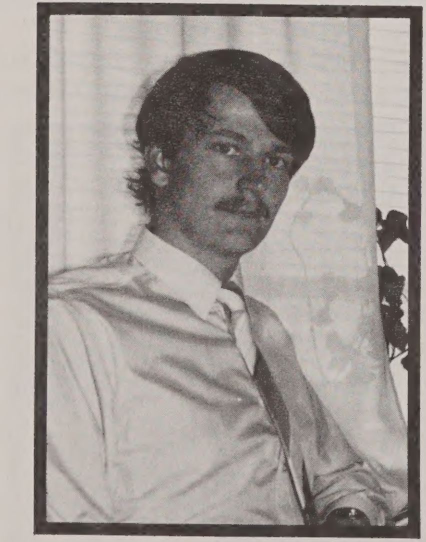
Carsten Moller

Next door is CHRISTIAN BARNHOLDT, our Research Manager. Christian takes care of the Compucast series, giving priceless information on the Scandinavian marketplace. Last year's

Scandinavian LAN Marketplace almost made the bestselling lists! Until now, 61 copies have been shipped, an IDC Scandinavia record. Christian gets part-time assistance from JACOB MOLLER and CLAUS FRIIS.



Christian Barnholdt

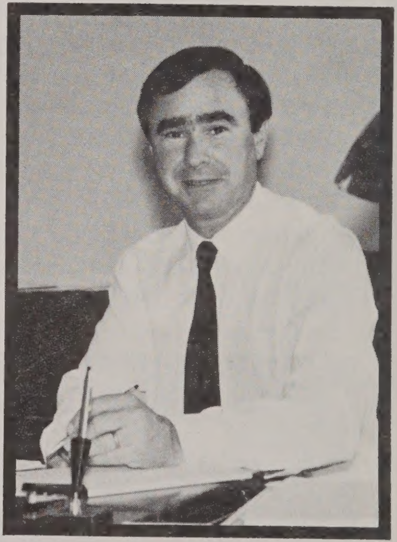


Jacob Moller

ELIZABETH THOMAS, Director of European Consultancy Services, also has her offices on this floor. The business is brisk, and Elizabeth will be getting part-time assistance from METTE QVIST, who is just out of business school.

Elizabeth Thomas

DAVID ROUSE's office is on the third floor. David is the captain of the "M/S IDC Scandinavia." His job is to navigate IDC Scandinavia through the dire straits of the Nordic region towards our corporate goals.



David Rouse

David also has the best tie collection of all here in Copenhagen. Here we have another Excellent Performance Award winner, HEDDA BRUUN. Hedda won the award for creating a happy marriage between our accounting system and Lotus 1-2-3. If sergeants are the backbone of the

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

August 12, 1985

TOPIC: HOW TO COMMUNICATE WITH EFFECTIVENESS & POWER

DATE: September 10th, Marriott Hotel-Copley Place, Boston, MA.

COST: $165 per person. Teams of 3 or more may attend for $155 per person.

Fred Pryor Seminars knows the power of communications and listening skills. They are offering a seminar to teach you the price of listening and the cost of not listening, and common problems in communication. The outline includes: Understanding The Process and Problems Of Communication, How To Anticipate The 5 Common Barriers To Communication, Emotional Defensiveness, How To Shape & Send a Good Message, and Talking & Listening.

TOPIC: TODAY'S WOMAN SUPERVISOR

DATE: September 10, Holiday Inn, Nashua, NH. September 18, Park Plaza Hotel, Boston, MA.

COST: $96 per person.

The Keye Productivity Center presents a one-day seminar which candidly faces today's critical issues and provides the woman supervisor with the know-how and practical tips to be effective and successful. You can expect to learn how to enhance your people skills, how to build on the basics, goal setting that really works, how to manage yourself, and much more. You will also learn about networking and how to use it to your advantage.

TOPIC: HOW TO USE YOUR PERSONAL COMPUTER

DATES: September 11-13, AMA Management Center, Chicago, IL. September 18-20, Marriott Hotel, Boston, MA.

COST: $775 per person for AMA-members, $890 for non-members. Team discounts of 3 or more available at $660 per person for AMA members, $775 for non-members.

This hands-on, how-to-do-it course features intensive practice sessions using the very latest hardware and software. You'll discover how to transfer data from one package to another, how to know which software packages really meet your needs, how to access and manipulate data and coordinate your DP department. You will work on IBM PCs using the best of the new packages, including Lotus 1-2-3 and dBase III. This is a course for beginners. No previous PC knowledge is necessary. The course outline covers: Penetrating the Language of Computers, Hardware, Software, Hardware Overview, Understanding the Operating System, BASIC, Spreadsheets, Lotus 1-2-3, Word-Processing Packages, Data Base Management, and more.

TOPIC: DIRECT MAIL MARKETING

DATES: September 30-October 1, Chestnut Hill Conference Center, Chestnut Hill, MA.

COST: $695 per person, includes breaks, lunch, and complete materials package.

Boston University Metropolitan College presents an intensive 2-day seminar where you will learn the tricks of the trade from a pro in the fastest growing component of today's marketing mix. You will learn the positioning of direct mail, direct mail copy strategies, design techniques, selection of mailing lists, testing, development of the program, the direct mail marketing plan and more. This seminar is recommended for marketing managers, V.P.'s of sales, marketing, advertising, and sales managers, and promotion managers.

TOPIC: DEVELOPING LEADERSHIP SKILLS FOR SUPERVISORS

DATES: September 23-26, The Westin Hotel, Boston, MA. September 23-26, AMA Management Center, Atlanta, GA. October 7-10, AMA Management Center, Washington, D.C. October 14-17, AMA Management Center, Chicago, IL.

COST: $775 per person for AMA-members. $890 for non-members. Company teams of 3 or more receive a reduced rate of $660 per person for AMA-members, $775 for non-members.

The American Management Association's 3-day seminar can boost your productivity, smooth out difficult problems, get others to listen and take action, and open up lines of communication. The course outline includes: Elements of Leadership, How Behavior Science Can Turn Negative Behavior Into Positive Performance, How To Bring Out Strong Leadership Skills, How To Maintain Discipline, and many more topics.

TOPIC: BUSINESS APPLICATIONS OF THE IBM PC

DATES: September 9-11, and 11-13, Vista International, New York, NY. September 18-20, Marriott Copley Place, Boston, MA.

COST: $795 per person. Discounts available for company teams of 3 or more.

This 2-1/2 day seminar presented by the Center for Strategic Management is designed for busy executives and managers with little or no computer or keyboard experience. The seminar provides hands-on experience, realistic business case studies, lectures, and video display demonstrations. Over 75% of class time will be spent using the IBM PC and the most popular executive software packages.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

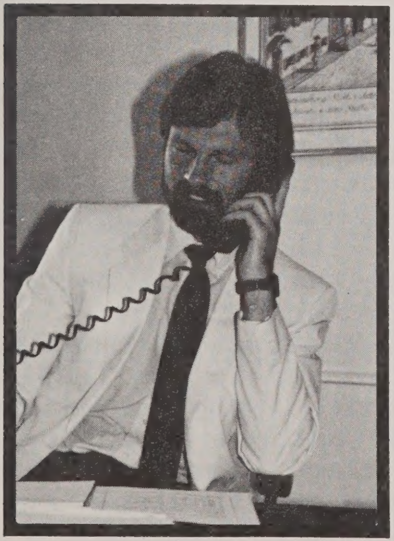
Seminar Info. Requested: ______________________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701

army, Hedda is the backbone of IDC Scandinavia. Hedda is as important to IDC Scandinavia, as the road manager of the "Grateful Dead." She makes sure that everything runs smoothly, distributes the mail, orders coffee when we are out, bills the clients, pays the bills and, to top it off, hands out the pay checks. Hedda is also an active member in the Danish chapter of EAPS (the European Association of Professional Secretaries).

Hedda Bruun



Freddy Engel

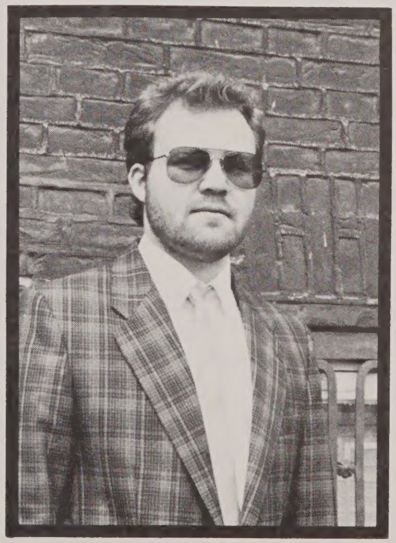
On the fourth floor we find FREDDY ENGEL, Head of User Services, which consists of LPS and the Chief Information Officer Planning Service. CIOPS is our strategic services assisting users in the integration of text, speech, data, and image. Hence our symbol, the pyramid. Freddy is hard at work sorting out the last Swedish leasing company.

The office next door is empty, but that is because I'm supposed to be there. I am part of the User Services, and under Freddy's guidance, do my utmost to market our products and service the clients. A part of my time is also spent with Elizabeth Thomas' consultancy services, working on different custom research projects. I had better hurry back and get down to business.

It was nice to show you around IDC Scandinavia, and I hope you'll look in next time you're in town.

Best wishes,
Lars Mieritz

P.S. Everybody sends their regards.



Lars Mieritz

IDC Scandinavia's team spirit shows.

More News...

LINK Conference

From Page 1

BOSE, Director, Microcomputer Market Analysis; and MARTIN LANE, Director, Videotex Planning Service.

The second day of the conference will feature C. WILLIAM REED, Senior Analyst, New Communications Services; MARGARET FISCHER, Director Client Services, Electronic Information Program; and BERNELL WRIGHT, Director, Client Services, Videotex Planning Service.

People

Computerworld Australia recently passed two milestones - it celebrated its seventh birthday and said farewell to its first retiree, GEORGE HIBBERT, who has been with the company almost since its inception in 1978. Birthday parties were held in Sydney (head office) and Melbourne (main branch office), both hosted by Managing Director, ALAN POWER. More than 60 people attended the two parties in total, including their three remaining original members of the company: Alan himself, General Manager BARBARA HOWELL, and Publisher SUSAN COLEMAN. Alan also used the occasion to outline overall strategy to take the company into the 1990s.

GEORGE HIBBERT's retirement was marked by several presentations, including two paintings from Alan, and a special front page of Computerworld, recounting some of George's legendary exploits over the years in advertising sales. We wish him and his wife, Marjorie, a happy retirement in Queensland.

On July 4th, (whilst others in the IDG Group were holidaying) IDC Australia Pty. Ltd. on July 4th held their 1986 Kick off Meeting with the theme of SPIRIT OF '86.

New Employees

WGE's Accounting Department recently welcomed JUDY BROWNE to the team. Judy has joined WGE as a Collections Assistant who will be posting invoices, posting payments, collecting past due accounts, and checking credit applications. Judy was formerly with Royal Business Machines where she served as a Credit Administrator. She attended Hofstra University in New York, majoring in English and Sociology. Judy is married, and enjoys antique dealing in her spare time. Good luck with your new responsibilities!

Another new face at WGE is SUZANNE DESROCHERS, who is the new Advertising Supervisor in charge of coordinating advertising for Digital Audio, PICO, and

Tele, plus CD catalogs and yearbooks. Before coming to WGE Suzanne worked for the Computer Electronic Service News as an Assistant to the Publisher. Suzanne is a graduate of Burdett School with a Degree in Business.

Anniversaries

One-Year Anniversaries

Dianne Jones, YVI
Steve York, PCW

Two-Year Anniversaries

Rebecca Batcha, CWCI
Mary Fanning, CWCI
Carolyn Medeiros, CWCI
Jay Novack, CWCI

Five-Year Anniversary

Susan Blakeney, CWCI

Six-Year Anniversary

Ann Hadley-Smokowski, CWCI

Seven-Year Anniversary

Karen Elliott, CWCI

Eight-Year Anniversary

Jeff Beeler, CWCI

Fourteen-Year Anniversary

Nancy Scull, IDC

IDG

Etcetera

PETER HOLM of CWCI recently collected over $650 from employees, which was matched by the company, for the Aids Action Committee in Boston. With outside contributions Peter was able to raise a total of $1,700 when he participated in the Hike for Life held on June 22nd. Peter wishes to thank all who supported his efforts in raising such a generous sum.

Fitness Focus

Walking Is A Mass Sport

"Rapid walking is becoming a popular exercise. It's a mass sport that fits a broad possibility of body types," Gary Yanker, Editor of American Health Magazine, told the Health Insurance Association of America. "We can all do it, in a variety of ways, throughout our lives."

Walking requires no special equipment, except a pair of comfortable shoes. How does walking compare with jogging? Mr. Yanker says that covering less than five miles an hour, jogging does have a slight edge, burning 15 more calories per mile. But if a person walks five to seven miles per hour, walking will burn 100 more calories each hour. In addition, walkers are less prone to injury. In fact, a walker's step causes one-third less pressure than the jogger's.

Here are ways to integrate walking into your daily routine:

- Walk to and from work. If the distance is too great, get off at a bus stop or park you car at a place that requires 20 minutes of walking time.
- Don't wait for public transportation.
- Take a walking break whenever you can. Divide your lunch into eating and walking time.
- Walk up stairs and other inclines instead of using elevators and escalators.

Classified

NEW PRODUCTS EDITOR

A New Products Editor is needed to be responsible for new product copy appearing in Computerworld, opening and sorting of mail, reviewing important product releases with the Managing Editor, production of new product copy appearing in new product section, preparing product highlights box to appear on opening page of each major section, and to act as central contact for vendors for submission of new product material, product demonstrations, and company visits to CW. One year of computer publications experience involving research, writing, or editing, and ability to interface with vendor representatives. Strong organizational skills needed. Contact Lorraine Brien, CW Editorial, CW Communications, 375 Cochituate Road, Framingham, MA 01701.

MANAGING EDITOR

Editor needed to be responsible for managing the news staff of Computerworld. You will work with section editors and news writers to generate story ideas and produce all copy appearing in general news pages and technical sections of Computerworld. You will coordinate CW bureau staffs, assign and schedule news coverage, work with CWCI international news operations to generate stories for Computerworld, and participate in planning and producing weekly editorial page. You should have proven skills in news gathering and reporting, preferably in the computer field, and proven ability to plan and execute major editorial projects. Management experience is preferred. Contact Lorrain Brien, CW Editorial, CW Communications, 375 Cochituate Road, Framingham, MA 01701.

SALES SECRETARY/ASSISTANT

CW Communications/Inc. has an opening in the Menlo Park regional sales office for a Sales Secretary/Assistant. The position reports to the Regional Manager for Micro MarketWorld. Responsibilities include: correspondence for Regional Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other clerical duties as needed. The position requires telephone contact with clients, thus strong verbal skills and a good telephone manner are essential. The successful applicant must be organized, flexible and able to function with a minimum of supervision. To apply, call Joe Kerwin at (714) 250-1305 or send your resume to Joe Kerwin, Western Manager, Micro MarketWorld, 18004 Sky Park Circle, Suite 100, Irvine, CA 92714.

SWITCHBOARD/RECEPTIONIST

CWCI is looking for an energetic, mature individual for mothers hours to handle a very busy ROLM PBX servicing 250 employees. Other duties include receiving visitors. This position is part-time, five days a week from 10 am to 2 pm. The ability to be flexible is very important. To qualify, you must have excellent diction and a pleasant telephone manner. Previous console experience is a plus. To apply, please call Mary Rinaldo at (617) 879-0700.

FOR SALE

1974 Yamaha RD-250 motorcycle. Completely rebuilt. New everything. Less than 2,000 original miles. $600 or best offer. Call Mike at (617) 875-5000, x423, days; (617) 449-8411, evenings.

CAR FOR SALE

1983 Volvo, black/black, 4 door turbo with sunroof, AC, AM/FM radio, fully equipped. One owner 50,000 miles. Asking $11,500. Call Barbara at (617) 934-5423.

IDG UPDATE

ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 33 August 19, 1985

IDC Australia Wins '84 Chairman's Cup

Hearty congratulations to IDC Australia for winning the 1984 IDC Chairman's Cup Award for overall management excellence under the fine leadership of Director LEN RUST.

FRONT (l. to r.): ANNE GRIFFITH, JUDY OWENS, LINDA VOLLER, AILSA RUSSELL, MARGARET PEARCE.
BACK (l. to r.): ALLAN DAVIES, ANNE SMITH, MILLARD LOWE, HUGH PATTINSON, RON TOMLINSON-SMITH, LEN RUST, MIKE BENTON.

IDC Australia's growth in sales, profit margin, performance on plan, high renewal rate of services, and low personnel turnover, in addition to a favorable market image, all contributed to the selection of IDC Australia as the best-run IDC office worldwide in 1984. As seen in the picture, the IDC Australia staff holds the IDG Chairman's Award plaque commemorating a job well done!

CN '86 in The Planning

The future telecommunications strategies of IBM and AT&T will be the focus of Communication Networks '86, the annual conference for voice, data and telecommunications products end users, held by CWCI's Conference Management Group.

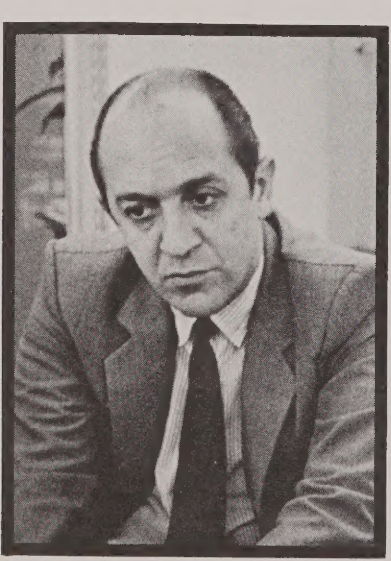
Featuring speeches by industry authority Dr. Leonard Kleinrock, Founder and President of Technology Transfer Institute (a California-based consulting firm specializing in networks, communications, data processing systems and management), the show will be held January 28-30, following a seminar series to be held on January 27th at the Washington Convention Center, Washington D.C.

Continued on Page 6

Computerworld Argentina

Computerworld Argentina, published by C.W. Comunicaciones S.A. in Argentina, recently celebrated its second anniversary. The paper, which is published every two weeks, has been highly successful in the local market with approximately 3,200 subscribers out of 13,000 computer professionals in the country.

CW Argentina also launched a new publication in May at the Expousuaria '85, the country's largest computer show. PC Mundo is an "extra" supplement inserted in Computerworld Argentina.



Ruben Argento

CW Argentina's General Manager is RUBEN ARGENTO, a Journalist who also has a background in marketing. Until 1973 he was in charge of the Planning and Sales Department of two important worldwide laboratories. Afterwards he served as the Assistant General Director of a technical publication for the iron and steel industry. Following that, Ruben was associated with the sales of Hewlett-Packard equipment and BASF peripherals, until he joined the CWCI organization. Ruben is married and has two sons, Ricardo and Horacio, both keen computer enthusiasts. On the weekends he enjoys playing tennis and reading all the publications that he can find on local and international economy and politics.

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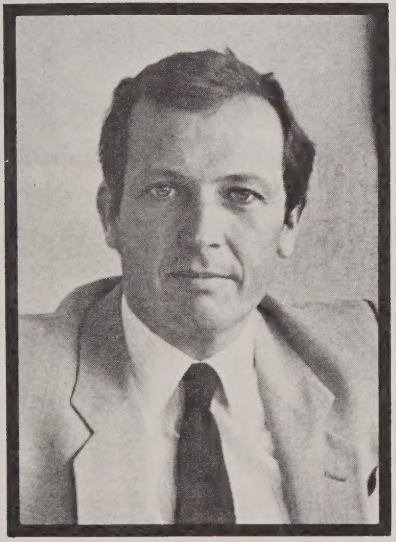
Kim Mandel

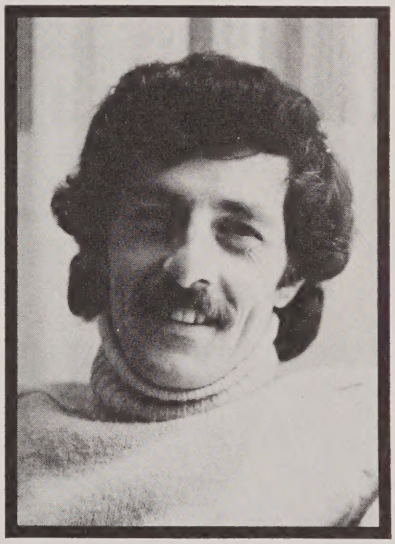
KIM MANDEL is the Editor for Computerworld Argentina. She is a native New Yorker, but grew up in Norwalk, Connecticut. She graduated from George Washington University in Washington, D.C. with a Degree in Journalism, and upon graduation was awarded a scholarship from the Inter-American Press Association for further studies in Buenos Aires, where she has lived ever since. However, she does get to the United States every year for a visit to her parents. Kim is an avid horsewoman who gets up daily at the crack of dawn to ride and jump before going to work. She competes during the show season, and is a former Argentina ladies champion. When not riding or writing, Kim enjoys going to the movies and the theater.

CW Argentina's Advertising Manager, ALEJANDRO RAMOS MEJIA, heads a small but active staff. Alejandro formerly worked in the Public Relations Department of the state-owned airline, Aereolineas Argentinas. He also served as Advertising Manager at Acindar, the country's largest privately owned steel company. Alejandro's leisure time activities include playing squash and writing short stories. He and his wife, Silvia, have three young sons, age six, four, and eight months.



Alejandro Ramos Mejia

EDUARDO DEBERNARDI is the Senior Advertising Assistant at CW Argentina. He was born in the southeastern city of Bahia Blanca, some 400 miles from Buenos Aires. Eduardo studied engineering and architecture before settling on advertising and getting his degree in that field. He is an excellent amateur tennis player at the prestigious Buenos Aires Lawn Tennis Club. He also enjoys playing the guitar and chess in his spare time.

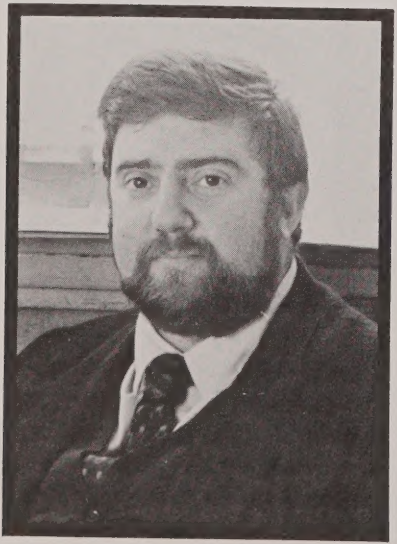


Eduardo Debernardi

Carlos Sosa

Junior Advertising Assistant CARLOS SOSA rounds out the Advertising Department. Before coming to CW Argentina he was a member of the sales department at a company which sold electrical parts for cars. He is currently studying to become a Systems Analyst. Carlos and his fiancee, Susana Beatriz Silva, plan to marry early next year.

DANIEL YAGOLKOWSKI carries out a variety of tasks at CW Argentina as a Trilingual Translator (English, French, and Portugese) and Proofreader. Daniel has served a an interpreter-translator for various Argentine and locally-based American and British companies. A graduate student in biology, Daniel has taken a course in Systems Analysis, and is about to receive his Degree as a Certified Public Translator in English. He enjoys collecting Japanese antiques, and is a science fiction and horror film buff. He credits his wife, Beatriz Rosalia, and their pet turtle with inspiring some of his better writing ideas.



Daniel Yagolkowski

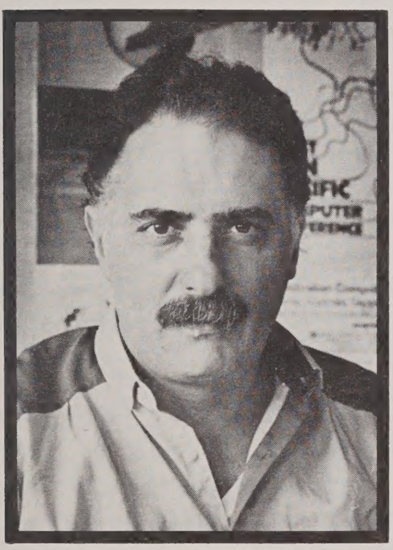
The Circulation Department at CW Argentina is under the direction of CLAUDIA SAN MIGUEL. She also coordinates the Buyers Guide and attends the CW Argentina booth at all the exhibitions. In her free time Claudia enjoys entertaining at children's birthday parties.

ALICIA GRILLO is CW Argentina's able Administrative Secretary. A native of Montevideo, Uruguay, she moved to Buenos Aires eight months ago. In her leisure time she and her husband like to explore the sprawling city and its suburbs. Previously she worked as a secretary at a publishing firm in Montevideo.

Alicia Grillo

Among the free-lancers whose services are greatly appreciated at CW Argentina is ADRIANA CHARYTON, a Certified Public Accountant with a Degree in Administration. Adriana handles all the accounting at CW Argentina, and she also has a private accounting firm near her home in the Caballito neighborhood. She and her architect husband have a three-year-old son. Among her hobbies, Adriana lists swimming, gymnastics, and drawing.

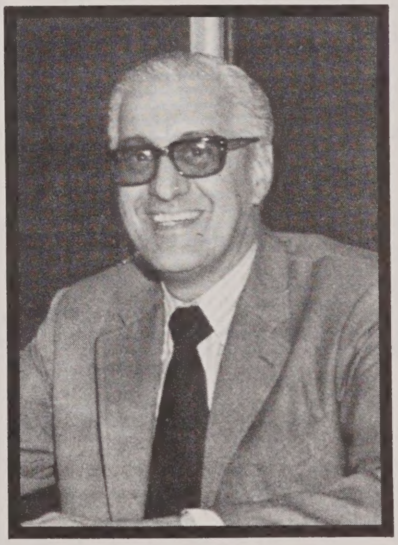
Adriana Charyton



Lauro Noro

LAURO NORO handles all the layout work on *Computerworld Argentina*, *PC Mundo*, and the annual *Buyers Guide*. He is a native of the northwestern province of Jujuy, and has been in the journalism field since 1961. Lauro currently heads the Art Department at the Catholic magazine, *Esquiu Color*, in Buenos Aires and, in addition, does layout work for various local magazines and newspapers. His hobbies includes model airplanes, flying, and all kinds of animals. In fact, Lauro studied veterinary medicine for two years before turning to journalism. He and his wife, Lidia, have two teenage daughters, Maria Laura and Mariana Cecilia; and an eight-year-old daughter, Carla Florencia.

OSCAR SABATE coordinates all the fine points involved in printing *CW Argentina* twice a month. He ensures that the paste-up is finished in time, checks the photocomposition, and makes sure everything arrives at the printer's on schedule. He has been a professional journalist for 30 years, and has done art work for advertisements. In his free time he likes to go sailing. Oscar and his wife, Zulema, are the proud grandparents of ten-month-old Marina.



Oscar Sabate

C. W. COMUNICACIONES S. A.
COMPUTERWORLD DE ARGENTINA

More News...

CN '86

From Page 1

Dr. Kleinrock's address is scheduled for Monday, January 27th, during the show's annual memorial presentation in honor of communications industry Consultant and Editor Ronald A. Frank. CN '86, which is the first communications show of the new year and traditionally draws more than 10,000 industry people, is an excellent forum for analyzing the coming year's strategies of these major industry players.

According to CW/Conference Management President, WILLIAM LEITCH, other scheduled speakers include: Dr. John McQuillan, nationally recognized authority on computer networks and packet switching services; and Dr. Howard Frank, Telecommunications Consultant and Founder of the Network Analysis Corporation.

COMMUNICATION
NETWORKS
CONFERENCE & EXPOSITION

People

Congratulations to JENNIFER DUDLEY of IDC Europa's European Marketing Department on her upcoming marriage to Sean Warnock. Jennifer and Sean plan to be married on August 24th in Sussex, England, after which they will spend a honeymoon in the south of France. Best wishes for a wonderful wedding!

The CW Conference Management Group recently announced the engagement of TAMI MASON. Tami is to wed William McKinney in the spring of 1986. She is a graduate of Natick High School, and is currently employed as a full-time Minister for the Jehovah Witnesses, and as a part-time Secretary for CW Communications. Her fiance is a graduate of Worcester Vocational Technical High School, and is currently employed as a full-time Minister by the Watchtower Farms of Jehovah Witnesses in Wallkill, New York. Best of luck to you both!

Promotions

IDC just announced the recent appointment of TOM WILLMOTT. Tom's new position is Vice President of Continuous Information Services. The programs which will fall under Tom's direction are user programs such as ISPS, SMOS, CTS, and vendor programs to include: CMPS, CIR, SASI, SCP Micro Focus, and CIMS. Join us in wishing Tom continued success at IDC.

DAWN MATTHEWS, of CWC/P's inCider staff, was recently promoted to the position of Editor of inCider: The Apple II Journal. Dawn is responsible for guiding inCider's editorial contents through the production process on schedule, and the proofing of all mechanicals. She will also serve as liaison with inCider's Art Department, facilitating concepts for article layout. During her tenure with CWC/P, Dawn previously held the position of Graphic Services Supervisor, and prior to that was the Production Director. Congratulations, Dawn, on your new position!

CW Communications/Peterborough recently promoted DONNA WOHLFARTH to the position of Art Director of inCider: The Apple II Journal. Donna is responsible for the overall look of the magazine, including all cover and interior art, from concept to final mechanical. Her duties also include maintenence of inCider's monthly production budget, and management of the magazine's Art Department. Prior to joining inCider, Donna served since October, 1984 as Art Director of CWC/P's HOT CoCo. Prior to HOT CoCo, Donna worked as the Senior Designer for JR, the magazine for IBM's home computers; and prior to JR, Donna worked in the CWC/P designer pool in 1981. Please join us congratulating Donna on a well deserved promotion!

New Employees

CATHY BERRY is a new employee at CW Communications/ Peterborough. Cathy joins 80 Micro as their Advertising Secretary. In this position Cathy will ensure the smooth flow of paperwork for the busy Advertising Department, as well as assist the Advertising Coordinator. Cathy was formerly employed at St. Petersburg Free Clinic in St. Petersburg, Florida as an Administrative Assistant. She is a graduate of Castle Junior College in Windham, New Hampshire, with a Certificate in Executive Secretarial Studies. Cathy is married, has two children, and resides in Dublin, New Hampshire.

Ian Thalmessinger has recently announced the appointment of KEITH ARNOT, an IDG employee holding the position of Assistant Financial Controller/Europe. Keith is a Chartered Accountant with a background in Insurance and Public Accounting, and he graduated from the University of Wales with a Degree in Economics. Keith is based at CW London, and will initially be spending most of his time working on the IDC companies in Europe. As time permits, he will also get involved with CW's European publishing activities. Please join us in welcoming Keith to the IDG family, and wishing him much continued success.

Two Associate Editors, STEVE IRELAND and NARELLE HOOPER, have been appointed to Computerworld Australia. Steve joins the company from OCAL Agencies, the Australian Agency for Overseas Containers, Ltd., where he was an Analyst/Programmer for nearly five years. He has a B.S. Degree from the University of Sydney, and a graduate diploma in commercial data programming from Nepean College of Advanced Education. Travel is his great interest, and he has made extensive visits to the United Kingdom, several western European countries, and even Poland and Russia. Steve's outside interests include computers, food, short stories, golf, and chess.

NARELLE HOOPER joins CW Australia from the Illawarra Mercury, a leading daily newspaper serving the NSW industrial center of Wollongong. She is a graduate of Canberra College of Advanced Education with a B.A. in Professional Writing. During training, Narelle won two awards. In 1981 she received an award for the most promising student of the year from the Australian Capital Territory branch of the Australian Journalists Associations, and in 1982 she was named Cadet of the Year by the South Coast Branch of the Association.

Anniversaries

One-Year Anniversaries

Timothy Bishopric, WGE
Christine Clyne, CWCI
Judy Durham, IFW
Joseph Kerwin, CWCI
Ed Lis, WGE
Stu Norwood, WGE
Raymond Petsche, PCW
James Quinn, WGE
Judy Sutter, CWCI
Paula Zinck, IDG

Two-Year Anniversaries

Francine Benedict, IDG
Bill Gagnon, WGE

Three-Year Anniversary

Patricia Hartigan, CWCI

Four-Year Anniversary

Cynthia Puig, IFW

Six-Year Anniversary

Louise Myerow, CWCI

Eleven-Year Anniversary

Ann Dooley, CWCI

Consider This

How Air Travel Can Cause Problems

In the early days of airplanes with open cabins and cockpits, rapid pressure changes caused a great deal of problems for travelers. Today's aircraft are pressurized so that air pressure changes are minimized. Even so, some changes in pressure are unavoidable, even in the best and most modern airplanes. Actually, any situation in which rapid altitude or pressure changes occur creates problems. You may have experienced it when riding elevators of tall buildings or when diving to the bottom of a swimming pool. Deep sea divers are taught how to equalize their ear pressures; so are pilots. You, too, can learn these tricks.

How do you unblock your ears? The act of swallowing activates the muscle that pulls open the eustachian tube. You swallow more often when you chew gum or let mints melt in your mouth. These are good practices, especially just before and during descent. Yawning is even better. It is a strong activator of that muscle. If yawning and swallowing are not effective, try swallowing with your nostrils pinched shut; it sometimes helps.

The most forceful way to unblock your ears is as follows:

1. Pinch your nostrils shut.

2. Take a mouthful of air.

3. Using your cheek and throat muscles, force the air into the back of your nose as if you were trying to blow your thumb and fingers off of your nostrils. When you hear a loud pop in your ears, you have succeeded. You may have to repeat this several times during descent. Many experienced air travelers use a decongestant pill or nasal spray an hour or so before descent. That will shrink the membranes and make the ears pop more easily. Travelers with allergy problems should take their antihistamine tablets at the beginning of the flight for the same reason.

What to do if your ears will not unblock? Even after landing you can continue the pressure equalizing techniques, and you may find the decongestants and nose sprays to be helpful. (However avoid making nose sprays a habit. After a few days they cause more congestion than they relieve.) If your ears fail to open, or if pain persists, you will need to seek the help of a physician who has experience in the care of ear disorders.

-- Courtesy of The American Council of Otolaryngology, Washington, D.C.

Classified

ADMINISTRATIVE ASSISTANT

IDG is seeking an intelligent, hardworking Administrator-Secretary to assist the Executive Assistant/Department Manager, performing varied tasks in a fast-paced environment.

The position requires flexibility, independence, attention to detail, and a high motivation level. Duties will include typing (55 wpm), heavy transcription, filing, photocopying, electronic mail operations, and telephone coverage, as well assisting with the IDG Update newsletter preparation. The ideal candidate will have at least two years of office experience, be well organized, detail-oriented, and possess good writing skills. Knowledge of the Wang word processing system a plus. If you are interested, please contact Mary Dolaher at IDG, (617) 875-5000, x440.

CLERICAL POSITION

CW Communications/Inc. is in need of a person to perform clerical duties for their Administrative Department. This is a full-time, strictly clerical position. Your duties will include: opening and distributing mail, picking up packages from shipping/receiving, ordering office supplies when warranted, collating materials, and maintaining the publications library. In addition, you will be responsible for sending memos/messages through electronic mail and telexes, and handling the sick and vacation days schedule. To apply please contact Debbie Waters at (617) 879-0700, x526.

COPY EDITOR

InfoWorld has an opening in its Menlo Park office for a Copy Editor. Duties include writing headlines, captions, and pull quotes; editing copy for grammar, style, and spelling; formatting and typesetting stories and corrections; and inputting copy. Applicants should have one year of copy editing experience or a journalism degree, an eye for detail, and excellent spelling skills. Applicants should send their resume, cover letter, and salary requirements to Deborah Branscum, Chief Copy Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

CIRCULATION SERVICES COORDINATOR

The Circulation Department at CWCI/Framingham has an immediate opening for a Circulation Services Coordinator. Primary responsibilities will include compiling print order instructions for four publications (including Focus publications), which requires interaction with the traffic department and printer, placing list select orders with our service bureau, and providing clerical support to circulation management. To qualify, you should possess strong communication skills, both oral and written; excellent typing skills; and the ability to work independently. The ideal candidate must be able to handle a variety of tasks almost simultaneously to meet deadlines, and enjoy working in a fast-paced environment. Interested applicants should send a resume or detailed letter to Maureen Burke, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701.

FOR SALE

Ten-speed bike, Sears Free Spirit. Lugged frame. One year old, in excellent condition. Used only a few times, stored indoors. $100. If you are interested, please contact Dee Clark at IDC/Framingham, (617) 872-8200, x608.

FOR SALE

Toyota Celica GT, 1982, black, 5-speed, electric sunroof, A/C, electronic 5-speaker stereo system with cassette, equalizer, alloy wheels, cruise, full Chapman. Original owner, great shape. $7,100. Please call Andrea Seiff at IDG, (617) 875-5000, x437.

IDG UPDATE

ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ______________

ADDRESS: ______________

YOUR NAME: ______________

PHONE #: ______________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________

SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else to be proud of. Please send along the information you would like to appear in the IDG Update.

What's New . . . What's New . . . What's New

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 34 August 26, 1985

PC Business World To Go Weekly

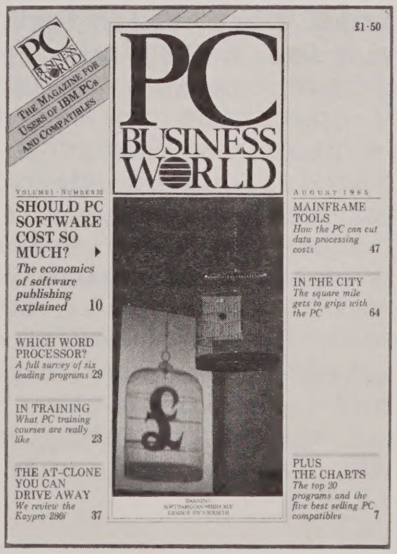
PC Business World, CW Communications Ltd.'s monthly magazine targeted towards the corporate buyers and users of personal computers in the United Kingdom, is ready to become a weekly tabloid in September.

Since its launch last year, PC Business World has enjoyed considerable success despite a plethora of titles being published for users of IBM's PC and look-alike systems.

As a tabloid, PC Business World will place its emphasis on the volume purchaser of personal computers. It will concentrate on news about IBM's family of PCs, plug-compatible systems, software, price changes, and the growing industry that has developed around the world's most popular personal computer. It will continue to include the up-to-date, best-selling software chart, and the unique PC compatibles chart which compares all the available IBM PC look-alikes.

MICHAEL FOREMAN, Editor of the new weekly, claims, "Since the publication's start in 1984, we have built up very stong links with the U.K. industry on product and policy news, but our additional strength is our U.S. news sources through our sister publications in America, notably PC World . . ."

Publisher for the publication is RICHARD WARD, and Advertising Sales Manager is NICKY GOURLAY.



PC BUSINESS WORLD

THE MAGAZINE FOR USERS OF IBM PCs AND COMPATIBLES

£1·50

PC BUSINESS WORLD

VOLUME 1 · NUMBER 10

AUGUST 1985

SHOULD PC SOFTWARE COST SO MUCH? ▸
The economics of software publishing explained 10

WHICH WORD PROCESSOR?
A full survey of six leading programs 29

IN TRAINING
What PC training courses are really like 23

THE AT-CLONE YOU CAN DRIVE AWAY
We review the Kaypro 286i 37

MAINFRAME TOOLS
How the PC can cut data processing costs 47

IN THE CITY
The square mile gets to grips with the PC 64

PLUS THE CHARTS
The top 20 programs and the five best selling PC compatibles 7

InfoWorld's G&A Dept.

TOM CASALEGNO is President of Popular Computing, Inc, and Publisher of InfoWorld, their newsweekly magazine dedicated to personal computer users and published in Menlo Park, California. Tom joined IDG in June, 1979, and since that time he has made several contributions to the corporation, including the revitalization of Micro Marketworld magazine. Tom has more years in technology than he is willing to admit, and has always been involved in the publishing field. He is a graduate of San Jose State University, and is a fifth-generation Californian who prefers to live in Boston. Tom is married to Terri Hamilton, Vice President/Marketing with Mitch Hall Associates, producers of the MacWorld Expo. Tom has two daughters: Lisa, who is in Dover/Sherborn High School; and Jackie, who did work at CWCI in systems, and is now at the University of Michigan. Tom and his family (plus dog) live in Sherborn, where his lawn is two-and-a-half feet tall because of all the time he spends in California. On being assigned to the PCI operation in Menlo Park, Tom was heard to say, "My wife, Terri, and I have decided to come out of the closet and announce that we are bi-coastal!" He says he has no hobbies, because Walter Boyd will not give him any time to explore one. When asked, he admits that he once had an interest, but he does not quite remember what it was! He is, however, an "avid hater of PC Week."

InfoWorld
Multimate David Challenges IBM Goliath
oWorld
PERUSERS TURNED PROGRAMMERS

TOM CASALEGNO, Infoworld's President and Publisher, shows off its new tabloid mock-up.

MARCIA MASON joined InfoWorld in April, 1985, and is Assistant to the President. Marcia serves as Office Manager, assists InfoWorld's employees with personnel/payroll items, and ensures that the bills are paid and the checkbook balanced. Before joining InfoWorld she accrued a long and varied work history, performing many jobs ranging from assisting at outpatient ophthalmic surgeries to editing a weekly employee newsletter for a Fortune 500 company. Marcia has two sons: Steven, a senior in Los Altos High School; and David, who begins his college career at Cal Poly/SLO in September. She enjoys pumping iron, listening to jazz fusion, and eating food she did not have to prepare.

MONIQUE LEHR is InfoWorld's Receptionist. She has been with the company since May, 1985, and her duties include answering incoming calls, greeting visitors, and handling the ordering of supplies for the InfoWorld staff. She enjoys skiing, painting, collecting trinkets, going to the sands, and graffiti covered walls. Monique is currently interested in the sixties era, the European punk scene, and psychoanalysis.

InfoWorld's administrative team (left to right): STEVE ROUSSEAU, Office Services Coordinator; MONIQUE LEHR, Receptionist; and MARCIA MASON, Assistant to the President/Publisher.

InfoWorld's Office Services Coordinator is STEVE ROUSSEAU. On a typical day, Steve keeps the mailroom up and running, in addition to keeping the company's copiers and assorted office equipment functioning. Steve also helps out with facilities problems, and is now learning the intricacies of the Apex system, in training for the Systems Department. Steve is a member of APICS, coaches softball, and is majoring in Business and Computer Science at Foothill College. He has a three-year-old daughter, Jeanne. Steve's hobbies include fast-pitch softball, canoeing, skiing down hills and on water, reading, and music. He is also a dedicated Tiger fan.

More News...

AmigaWorld Contents Revealed

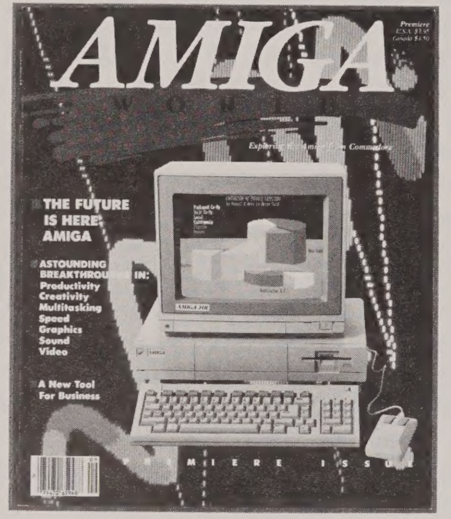
AmigaWorld, the new bimonthly magazine published by CW Communications/Peterborough in New Hampshire, has announced the editorial contents of its premiere issue.

According to Editor-in-Chief GUY WRIGHT, the premiere issue will offer readers a comprehensive overview of the Amiga. He states, "In 'A First Look at the Amiga,' MARGARET MORIBITO will describe the Amiga's many unique hardware features, which are really quite remarkable. We will also feature specialized articles on its tremendous graphics and sound capabilities, and a complete list of all available software packages."

Wright contributed a piece called "What If...," a speculative article on what might be ahead for the Amiga and its users. He has also written "The Amiga As A Teaching Tool." Guy also adds, "I am confident that as educators find out more about this machine, a great many Amigas are going to pop up in the nation's classrooms."

JIM FORBES also contributed "Stimulating Simulations: Electronic Arts Gets Involved With The Amiga," which is a look inside Electronic Arts, a creative software development company. STEVE TWOMBLY serves as Publisher of the new magazine.

The premiere issue of AmigaWorld will introduce what will become its regular columns, departments, and editorials. "The Help Key," for example, will answer readers' questions about the Amiga and its applications. "Digital Canvas," another regular department, will feature the work of an artist in every issue. Jack Haeger is the featured artist in the premiere issue. He has done amazing things with the Amiga.



CW COMMUNICATIONS/PETERBOROUGH

People

Computerworld/Mexico is pleased to announce that two of its employees, LETICIA RUIZ and CRISTINA TORRES, are the proud mothers of two beautiful and charming baby girls. Best wishes to them and their families!

Corporate Director of CWCI's MIS Department and wayfarer JEFF CORDEIRO just returned from another round-the-world blitz. From July 27 through August 6, Jeff traveled out to the InfoWorld offices in California, by way of Sydney, Australia. While Jeff was "down under" he implemented the international corporate financial reporting system for the Australian headquarters. The Sydney office is responsible for the financial reporting functions of all CWCI affiliates in the Pacific Basin region, including Japan, Singapore, Hong Kong, and of course, Australia. Jeff also managed to squeeze in a tour of Australia's famed wine country and the spectacular Sydney harbor. And although he was 10,200 miles away from home, Jeff said the friendliness of the Australian people made him feel right at home.

Promotions

In order to better support the Regional Sales Force, eliminate the duplication in marketing, and coordinate all product marketing activities, a new department has been formed under the IDC Sales Department: Product Marketing. JIM REYNOLDS has been promoted to Director, Product Marketing. In his new capacity Jim will continue to be responsible for Datafile and Report Sales. In addition, he will coordinate all product marketing activities, which includes direct mail, qualifying prospects, coordination of prospect lists with product managers and administration, and coordination with Corporate Marketing on trade shows and conferences.

In relation to the splitting of IDC's Eastern Regional Sales territory into the New England and Atlantic Seaboard regions, JEFF DZIAMA and DON BEST were recently promoted to Director of Sales for the new regions. Congratulations to you both for your excellent performance in your respective territories!

RICHARD EBY of IDC was also recently promoted to Director of Sales, Western Regtion. In this capacity, Rich will be responsible for both Santa Monica and Santa Clara (Palo Alto) sales activities.

Transfers

DIANE FLIS was recently transferred to the new IDC Product Marketing Department as Manager, Business Development. Diane will report to the Director, and will now take on the responsibility of all programs, as well as continue her responsibility for User Services. MIKE D'ONOFRIO will also join Product Marketing, continuing in the same function as his current position, and reporting to Diane. Best wishes for success in your new capacities!

New Employees

PC World Australia has a new Advertising Manager, MIKE WILLIAMS, who has been with Computerworld Australia's Advertising Department for nearly three years. Join us in welcoming our employees from the "land down under."

The first edition, in tabloid format, is due at the beginning of September, and will be launched at Australia's premier computing event, the First Pan Pacific Computer Conference.

Coinciding with the change from a bimonthly magazine to a monthly tabloid, PC World Australia has a new Editor. Joining the company is PAUL ZUCKER, who has a strong background in computing. He was previously the Supervisor of Information Services at Abbott Diagnostics. In this position Paul was the PC consultant for hardware and software product purchases. Previous to this he was the production manager with Cadam, Sydney's first computer graphics bureau. He was an inaugural member of the Osborne Users Group, and he is a member of the Sydney PC Users Group, founding the Sydney data base users group of which he is currently President. Paul, who is married with two children, is interested in amateur radio, electronics, and photography.

Computerworld's Sales Promotion Department is pleased to announce the arrival of its newest staffer, Account Manager JAN BELL. Jan comes to CW from Continental Resources, Inc., a national marketer of high-tech products in nearby Bedford. While at Continental, she served as a Senior Marketing Communications Specialist, where her responsibilities included writing copy and creating promotional materials for the company. Jan holds a B.A. Degree in English from Wartburg College in Waverly, Iowa. She resides in Maynard with her husband, Dan, and enjoys spending her free time reading, camping, canoeing, and cross-country skiing. Welcome to the team, Jan!

Computerworld/Mexico welcomes NORMA PATRICIA MORALES. Patty will be working as the Assistant for HENRY MORALES and RICHARD SMALL. Administrative Manager for Computerworld/Mexico's Accounting Department is ANTONIO CAMACHO. Welcome aboard, Patty and Antonio!

Anniversaries

One-Year Anniversaries

Charles Babcock, CWCI
Mary Louise Bowe, IFW
Denise Langhar, CWCI
Greg Martel, CWCI
Steve Moore, CWCI
Kaye Sharbrough, IFW

Two-Year Anniversaries

Barbara Gerk, IFW
Mitchell Hayes, CWCI

Four-Year Anniversary

Kim Myhre, IDC

Fourteen-Year Anniversary

Eileen O'Brien, IDC

Fitness Focus

Dial A (Sports) Doc.

First there was Dial-The-Time. Later came Dial-A-Prayer. Now there's Dial-A-Sports medicine specialist.

The orthopedic surgeons and athletic trainers at the hotline, based at the University of Indiana School of Medicine, never attempt to diagnose injuries over the phone, but they will give out general information and refer callers to the nearest sports medicine clinic or specialist. Although the majority of the callers asked about chronic injuries (66%), 24% were concerned with immediate acute injuries, and 10% just wanted general information.

Why the service? Sports medicine health care available to recreational athletes is really at a low level, and there do not appear to be enough professionals to take care of sports injuries.

What will they think of next?

Classified

PASTE-UP ARTIST

A Paste-Up Artist is needed for the editorial content of InfoWorld, one who can do the work quickly and accurately with a strong sense of commitment to quality and deadlines. Duties will include paste-up following guidelines and specifications established by the layout and design editor; providing specialized skills and services, such as inking, cutting overlays, limited illustration work, and process camera work. You will provide design, camera work, and paste-up of company related projects assigned by the Production Manager, as well as special editions of InfoWorld. You will also serve as a backup for the Paste-Up Supervisor. Experience should include previous magazine/newspaper paste-up, photo cropping, inking/ruling, mask cutting, type specifications, and process camera operation. A background in graphic arts/paste-up required. Contact Paste-Up Supervisor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, (415) 328-4602.

COPY EDITOR

InfoWorld has an opening in its Menlo Park office for a Copy Editor. Duties include writing headlines, captions, and pull quotes; editing copy for grammar, style, and spelling; formatting and typesetting stories and corrections; and inputting copy. Applicants should have one year of copy editing experience or a journalism degree, an eye for detail, and excellent spelling skills. Applicants should send their resume, cover letter, and salary requirements to Deborah Branscum, Chief Copy Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

FOR SALE

Ten-speed bike, Sears Free Spirit. Lugged frame. One year old, in excellent condition. Used only a few times, stored indoors. $100. If you are interested, please contact Dee Clark at IDC/Framingham, (617) 872-8200, x608.

FOR SALE

Toyota Celica GT, 1982, black, 5-speed, electric sunroof, A/C, electronic 5-speaker stereo system with cassette, equalizer, alloy wheels, cruise, full Chapman. Original owner, great shape. $7,100. Please call Andrea Seiff at IDG, (617) 875-5000, x437.

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Volume 15, Number 35 September 2, 1985

PC Communications Created

Making its first appearance in July, 1985, PC Communications appeared as a supplement to CWCI/UK's monthly PC Business World with an ambition to establish itself as a separate publication in its own right. Art Director **GERRY DALY** says, "Right from the start we were concerned, and we wanted to make sure that PC Communications had its own identity. We spent as much effort designing the supplement as we would have done on a new title launch - it even has its own logos."

PC BUSINESS WORLD SUPPLEMENT

THE FIRST MAGAZINE FOR PC COMMUNICATORS

PC COMMUNICATIONS

SUPPLEMENT

JULY 1985

WHY COMMUNICATE?
How business can profit from PC links 3

THE NEW UK STANDARD
An exclusive review of the Hayes Smartmodem 7

IBM'S PC/VM BOND
The last word in PC-to-mainframe links? 36

LANS SURVEY
IBM's networking plans and the alternatives 17

ELECTRONIC MAIL
Which service is right for you? 29

MOBILE COMMUNICATIONS
The PC and cellular radio 25

PLUS PRODUCTS
The latest in communications hardware and software 38

The idea for PC Communications was largely the brainchild of **JONATHAN ANGEL**, Staff Writer, who detected a growing need among readers working inside larger corporations to be informed about the possibilities of linking their existing PCs together. Angel says, "Britain is far behind where it ought to be on the subject of PC communications. This situation changed in one fell swoop with the Hayes Smartmodem arriving here just about the time we launched PC Communications. I believe that

Continued on Page 5

IDC Presents MicroFocus Conference

IDC is gearing up to present its 1985 MicroFocus Conference, Micro Vendor Strategies for Success: Adding Value to Increase Bottom Line Profits," to be held September 12 and 13 at the Red Lion Inn in San Jose, California. This year's program, supported by key presentations of opportunities and strategies for micro hardware and software vendors, will provide attendees with specific strategies for better positioning in the market for reaching sales and profit goals.

Continued on Page 6

PC World Ad Sales

San Francisco

The Advertising Sales staff of PC World Communications, located in San Francisco, California, functions as a vendor of advertising space. Their goal is to service their advertisers in a professional manner and to offer this quality as an enticement for new clients. The department is comprised of a group of highly motivated magazine professionals with an intimate involvement in the computer industry. Each person works collectively and individually on ensuring that PC World and Macworld magazines stay at the forefront of the computer magazine industry.

Associate Publisher/Director of Marketing & Advertising Sales on both PC World and Macworld is **JAMES MARTIN.** In this position Jim is responsible for the Sales, Sales Support, and Advertising Services Departments consisting of 29 people. Prior to joining PC World Communications, Jim was at Ziff-Davis Publishing in New York, where he served as Advertising Sales Director on Digital Review, National Advertising Manager on PC Tech Journal, and Eastern Advertising Manager on PC Magazine. Jim was born and raised in South Carolina, and ventured across the Mason-Dixon line to graduate from Pennsylvania State University. An avid user of IBM PCs and the Apple Macintosh, Jim uses both in his spare time to work on "The Computer Affair," an international spy thriller he hopes will be published "sometime before the end of this century." He is currently teaching his infant son the finer points of golf.

Jim Martin

RAY PETSCHE, Advertising Services Manager, formerly held the position of Marketing Associate. His new responsibilities include inspiring the talents of the ad services associates and assistant. Still unable to master the jazzercise gyrations in his wife's exercise class, Ray claims he remains unchallenged for that coveted class distinction: aerobic dunce.

As Advertising/Communications Associate, **NOREEN BROWNING** is responsible for developing and implementing sales promotion material, managing PC World and Macworld ad sales public relations programs, and assisting in the development of ad sales objectives and strategies. Having spent her formative years with IBM, Noreen enjoys working in a large company with an intimate supportive atmosphere. A Californian through and through, Noreen's favorite hobbies include reading, horseback riding, skiing, and old musicals. Her favorite time is that which is spent with her husband, Doug, and their daughter, Kathryn.

BEVERLY CRANE joined PC World Communications in 1984 after coming from a position within Pirelli Tire Corporation's headquarters in San Jose. Her responsibilities now lie within the Ad Services Department for PC World and Macworld. The new Ad Inquiry Program (formerly known as "Reader Service") has been developed to more fully support the efforts of these two magazine's advertisers, and Beverly will be directly involved in managing this new program. Her hobbies include skiing and going to the beach near her home.

LORETTA GIGLIONE has been with PC World in the Ad Department for 2-1/2 years. Prior to PC World she was an Assistant in the Personnel Department of the University of the Pacific for seven years. Loretta's official title is Assistant to the Director, which has come to mean doing a little of everything. Her favorite quiet time hobby is reading, but she enjoys spending most of her time with her husband, Randy, and their two children, Rachel, 12, and Kirsten, 4. Loretta and family will soon be moving into their first house.

The newest member of the Ad Services staff is **SHEILA MILLIGAN**, Marketing Assistant, who finds herself involved in trade shows as the coordinator, and assisting with the reader ad inquiry program. As primary contact for requests for media kits and promotional materials, Sheila keeps her finger on the pulse of the Ad Department for all PC World Communications endeavors. A former Sales Assistant for PC Tech Journal, Sheila enjoys running, sailing, and reading.

BYLL LEE TRAVIS, Sales Assistant to the Western Advertising Manager, holds a B.A. in Journalism from the University of Missouri-Columbia, and an M.F.A. in Poetry from the University of Iowa International Writers Workshop. He is currently writing a play entitled "Waiting for Nothing," and finishing "Ruinous Nostalgias," a chapbook of poetry.

OLIVIA TSANG, Macworld Sales Assistant, joined the company six months ago after having worked with both Jim Martin and Margaret O'Reilly at Ziff-Davis Publishing. Olivia met her husband on the plane from Hong Kong when she moved here ten years ago. They now have a 21-month-old daughter named Esti, whom they affectionately refer to as "little terror."

CAROL WATSON is the PC World Directory Department. The directory section of the magazine provides advertisers with a highly cost-effective way to advertise. Listings are organized into product categories for

Left to right: NIKI STRANZ, LORETTA GIGLIONE, OLIVIA TSANG, BEVERLY CRANE, RAY PETSCHE, BYLL TRAVIS, CAROL WATSON, SHEILA MILLILGAN and NOREEN BROWNING.

specialized markets and easy reader access. Carol is a former teacher, and is currently discovering the pleasures of San Francisco, as well as pursuing interests in Tai-Chi and Zen.

NIKI STRANZ is the Macworld Directory Department. Beginning with the May, 1985 issue, Macworld began running a directory section which provides advertisers with a highly cost-effective way to enter the Macintosh marketplace. Niki manages and balances a split life between the stage and her sales work at the magazine. Variety, long hours, and an occasional weekend in paradise keep her going!

PATRICIA NAVONE, Northwest/Midwest Account Manager for Macworld, joined PCW in December, 1982. Prior to that she was with The Headlands Press, and was responsible for distributing the PC Talk communications software program. She was also Product Review Manager in PC World's Editorial Department before moving over to Ad Sales in July, 1983, where she first served as Northwest Account Manager for PC World. Patricia makes her home in Mill Valley, California with her two teenaged children, Amy and Tim. In her leisure she enjoys reading, films, listening to jazz, and windsurfing. She is a member of the San Francisco Art Deco Society and the San Francisco Ad Club.

PENNY RIGBY, Regional Advertising Manager for Macworld, started in April, 1983 as PC World Account Manager for Los Angeles. She formerly worked for both MicroPro and IUS, selling software to the dealer/distributor network. Prior to that, Penny worked as an Account Executive at the Merchandising Factory. Penny says perhaps the biggest challenge and thrill of her career to date was starting up the sales effort for Macworld, and seeing it go to over 103 pages of advertising with its sixth issue. She is very proud to have received the first annual PC World Communications award for "Outstanding Sales Achievement" during 1984. Outside the office, Penny enjoys spending time with her children, Mike and Jai, going to and studying opera, and ferreting out new restaurants.

Western Advertising Manager for PC World, **MARGARET O'REILLY** coordinates the efforts of all the western sales reps as well as selling space in her own assigned territory. Margaret came to PC World in January from a similar position with Digital Review. With 15 years of sales experience under her belt, Margaret seems to have an endless source of energy and enthusiasm. Margaret, her husband, Paul, and their son, Justin, make their home in San Ramon, California. Her hobbies include soccer, tennis, and driving fast cars.

The newest member of the PC World/San Francisco office ad team is **SHARON VAN LEUVEN,** PC World Northern California Sales Manager. Coming to PC World from TRT Telecommunications, she recently had the distinction of being their only representative in the Western Region to exceed quota. Prior to TRT, Sharon was a Sales Representative for Spectra Office Concepts in San Francisco, and previously spent almost eight years as a Special Education Teacher in the Los Angeles area. She holds a B.A. in Speech and Communication from Cal State, and an M.S. from the same institution. She currently serves as President of the National Association for Professional Saleswomen. Sharon and her husband live in Castro Valley, and they enjoy restoring old houses as a hobby.

Left to right: PATRICIA NAVONE, MARGARET O'REILLY, PENNY RIGBY, SHARON VAN LEUVEN.

In a subsequent issue, the IDG Update will present the PC World and Macworld Ad Sales staff located in Natick, Massachusetts; Paramus, New Jersey; Philadelphia, Pennsylvania; Atlanta, Georgia; Chicago, Illinois; and Los Angeles, California.

More News...

PC Communications

From Page 1

the Hayes standard may be even more important for communications than the PC standard was for desktop microcomputers." Angel was able to lay his hands on the first UK Hayes, and so scooped our competitors by a considerable margin. PC Communications was extremely well received, and should achieve its ambition early in the new year.

MicroFocus Conference

From Page 1

The two-day conference will feature a welcoming address by IDC President **PETER ROWELL**, and many IDC analysts will be involved in presenting the topics of "IDC Forecasts," and "Value-Added: The Wave of the Future." Also to be discussed are: "Adding Value to Product," "Using the Value-Added Channels," "Adding Value To Your Advertising Dollar," and "International Business Opportunities and Pitfalls." As is customary, IDC's experts will conclude with a round table discussion and cocktail reception.

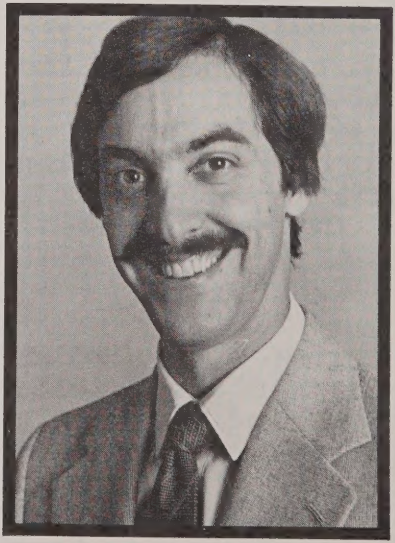
A special added feature of this year's conference is the First Annual MicroFocus Executive Survey, whereby IDC analysts will determine where micro hardware and software vendors feel the micro industry is headed. Those who predict the closest to actuality (based on IDC findings) will be awarded a grand prize at the 1986 MicroFocus Conference.

People

Congratulations to **NANCY HEDGES** of CWCI's Conference Management Group who was wed on August 24th to John Thayer at Saint Bridget's Church in Framingham, Massachusetts. A reception at the Hillcrest in Waltham followed the ceremony. The couple will be touring England and Scotland for two weeks. Best wishes to both of you for a future filled with happiness!

Promotions

Publisher of Micro Marketworld **ART SHIELDS** recently announced the promotion of **BILL LABERIS**, Managing Editor of Computerworld, to Editor of Micro Marketworld. "Bill brings years of experience to Micro Marketworld and enjoys the highest respect of our editorial staff," commented Art. "He assumes his position with the background and talent appropriate to maintain Micro Marketworld's reputation as the best-read reseller publication." Bill joined Computerworld in January, 1981 as a Staff Writer, was promoted to Senior Writer in 1982, Senior Editor for the computer industry in 1983, and Managing Editor in February, 1984. Prior to working at CWCI he worked as a general assignment reporter for various daily newspapers in the Boston area. Congratulations and best wishes for continued success in your career, Bill!



Bill Laberis

IDC is pleased to announce the promotion of **JAY WAGMAN** to the position of Vice President of Sales for IDC Framingham. In this position Jay will be responsible for all regional sales, datafile, in-house sales, and product marketing activities. Jay has been with IDC since 1980 as an Account Executive and then as Western Regional Sales Director. Prior to IDC, Jay spent ten years in the software and timesharing industry. His most recent assignment was the starting up of the west coast regional office for Timesharing Resources, Inc. Jay has demonstrated an ability to work with the various departments within the company as well as with CWCI in coordinating joint marketing activities. Join us in wishing Jay the best of success in his new position.

New Employees

Welcome aboard to **RON SHEPPARD**, Micro Marketworld's new Advertising Sales Manager for Northern California. Ron brings to MMW extensive and successful experience in ad sales, and a valuable background in media selection at major ad agencies. He is familiar with the Bay Area ad community, and will surely provide outstanding results for Micro Marketworld, with his previous experience as Sales Representative for GQ Magazine, Sales Manager for Redbook Magazine and also True Magazine, Media Supervisor for BBD&O, and Media Buyer for Benton & Bowles.

Micro Marketworld's editorial staff recently welcomed **PETER SCISCO** to its team as Copy Editor. In this position Peter is responsible for reading and editing all of MMW's editorial content. He comes to MMW from a small literary magazine where he worked as a Fiction Editor. Peter is currently working on his M.A. Degree in English at the University of Massachusetts in Boston, and he spends whatever free time he has working on his own fiction. He and his wife, Beth Ann, live in Boston.

Anniversaries

One-Year Anniversaries

Frank Cutitta, CWCI
Ira Dahm, YVI
James Doherty, IFW
Susan Larson, CWCI
Michael McCarthy, IFW
Philip Rentz, IDG
Frank Wielki, CWCI

Two-Year Anniversaries

Susan Lovejoy Bailey, CWCI
Nancy Morrissey, IDC

Three-Year Anniversaries

Ann Bartolotti, CWCI
William Laberis, CWCI
Martha Rounds, IDC
Laura L. Smith, IDC

Four-Year Anniversary

Kevin McPherson, CWCI

Five-Year Anniversary

Nancy Hedges-Thayer, CWCI

Six-Year Anniversary

Maureen Nicole, CWCI

Consider This

The Rising Costs of Raising a Child

A couple can expect to pay $90,000 to rear a child to the age of 18. This is the average amount for all the United States. In the north central part of the nation, according to the American Council of Life Insurance, it will cost rural non-farm families about $80,000, and urban families some $86,000.

The most expensive place to raise a child is in the rural west, where it will cost a family about $100,000. The next most expensive area is the rural northwest, where it will cost a family nearly $98,000.

These figures are based on updated estimates by the U.S. Department of Agriculture. The department assumed that families had no more than five children and moderate incomes. The estimates do not include medical costs of delivering a baby, but they do include costs of food, clothing, housing, medical care, education, and transportation. In general, housing accounts for most of the cost of raising a child - about $30,000, followed by food at home - averaging $18,000, and transportation ranging from $14,000 in the rural north central, to $18,000 in the rural west. Clothing and medical care each cost between $5,000 and $6,000, and education is the least expensive item on the list, ranging from about $1,500 to a little more than $2,000.

Classified

CIRCULATION SERVICES COORDINATOR

The Circulation Department at CWCI/Framingham has an immediate opening for a Circulation Services Coordinator. Primary responsibilities will include compiling print order instructions for four publications (including Focus publications), which requires interaction with the traffic department and printer, placing list select orders with our service bureau, and providing clerical support to circulation management. To qualify, you should possess strong communication skills, both oral and written; excellent typing skills; and the ability to work independently. The ideal candidate must be able to handle a variety of tasks almost simultaneously to meet deadlines, and enjoy working in a fast-paced environment. Interested applicants should send a resume or detailed letter to Maureen Burke, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701.

MAILCENTER STAFF

CW Communications in Framingham has an immediate opening for someone to work in the mailcenter full time. Your responsibilities will include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories, and a wide range of miscellaneous duties. Willingness to work as a member of a team is required. Dependability is a MUST! This is an entry-level position, with the only requirement being a valid Massachusetts license. To apply, call Jim Pernock at (617) 879-0700, x374.

FOR SALE

1984 Oldsmobile Cutlass Supreme, blue, two-door, A/C, AM/FM stereo, cruise control, rear window defogger, excellent condition, 16,000 miles. Asking $10,000. Call Nadine at Micro Marketworld, (617) 879-0700, x369.

IDG UPDATE

ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Mary Dolaher
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

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IDG UPDATE

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Volume 15, Number 36 September 9, 1985

CW Communications News

CW Communications Ltd., IDG's publishing subsidiary in the United Kingdom, has released its second issue of CW Communications News, a quarterly newsletter distributed free of charge with Computer News and Campaign for all advertisers and agencies in the high technology and computer products and services sector.

SUMMER 1985

CW CommuniNations

PC Business World ready to go weekly

October launch for ICL Today

International media buying network

Award winning newspaper pleases the advertisers

Computer News special events

Special advertising features

A cycle for successful advertising

In the first issue of CW Communications News, it was reported that the U.K. division was the fastest growing computer publishing company, and that still holds true. With the launch of a new title and a change from a monthly to a weekly, all to happen over the next few months, the advertising opportunities in CWCI's U.K. operations are second to none.

CWN Establishes Tokyo Bureau

The CW Network (CWN), CWCI's International News Service (see IDG Update dated June 24, 1985), has established its second International Hub News Bureau. Located in Tokyo, Japan, the new office will mirror the recently established Paris Bureau.

The daily news service provided in the CWN is available to all CWCI and IDC organizations around the world, and enables all CW editors to rapidly share fast-breaking news via electronic mail. In addition to hard news, CWN includes coverage of industry trends, analysis, profiles, and trade show coverage -- from all parts of the world. The CWN is currently being fed by CWCI editors in fifteen countries.

Continued on Page 5

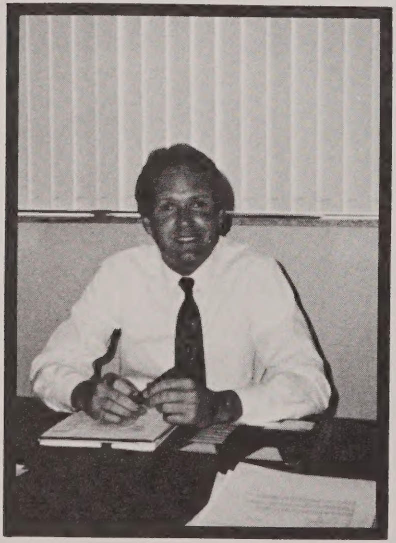
Spotlight

PC World Ad Sales

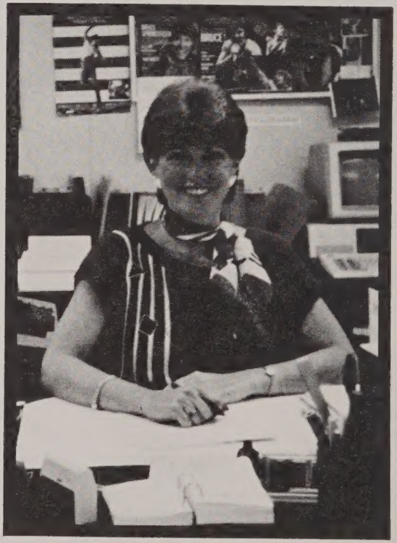
Natick, Paramus, Philadelphia & Atlanta

In last week's IDG Update we spotlighted the talented staff of the PC World Advertising Sales Department in San Francisco, California. This week we present the fine members of PC World Ad Sales located in Natick, Massachusetts; Paramus, New Jersey; Philadelphia, Pennsylvania; and Atlanta, Georgia.

Natick


Larry Hilderbrand

LARRY HILDERBRAND serves as Eastern Advertising Manager for PC World. In addition to managing PC World salespeople in the Paramus, Philadelphia, and Atlanta sales offices, Larry sells directly to accounts in the New England territory. Larry joined PC World in June, 1984 as the first PC World employee outside of the San Francisco headquarters. Prior to joining PC World, Larry was District Manager on McGraw-Hill's Popular Computing magazine. In 1979 Larry was transferred from Chicago to Boston by a former employer (3M Company). Outside of work, Larry enjoys exploring New England and renovating his Back Bay condominium.


Carol Giroux

PC World's Ad Sales Administrative Assistant in the Natick, Massachusetts office is **CAROL GIROUX**. In addition to interfacing with New England agencies and accounts, Carol supports sales efforts for three other regional offices, and she coordinates travel for the PC World and Macworld staff in the east. Carol started with CW Communications, Inc. in April, 1982 as an Accounts Receivable Clerk. She was promoted to Accounts Receivable Supervisor and moved into her present position in August, 1985. Carol resides in Framingham, and in her spare time enjoys camping, riding motorcycles, and listening to Bruce Springsteen.

LINDA HOLBROOK, a Ziff-Davis convert, became Macworld's Eastern Account Manager in June, 1985. She works out of the Natick Sales office, and juggles her spare time between her two daughters in Needham and her fiance in New York.

Linda Holbrook

Paramus

HELAINE KOFFLER joined PC World as Northeast Account Manager on July 1st this year. Helaine came to Manhattan from Boston to pursue a career in the theatre, and moved on to the world of advertising. She most recently represented Meeting News, a Gralla Publication, devoted to the meetings, conventions, and the travel industry. Helaine is an active member of the New York Road Runners Club.

Helaine Koffler

Philadelphia

P.J. BOATWRIGHT spent 3-1/2 years selling advertising at McGraw-Hill before joining PC World as the Mid-Atlantic Account Manager in June, 1984. A former Editor for Golf Magazine, P.J. is an avid golfer. A graduate of the University of Virginia of the Atlantic Coast Conference, P.J. believes that the Big East's performance in 1985 was a fluke and that the world will be turned right side up again in 1986.

Sales Assistant in Philadelphia is **SUELLEN SANDLER.** Before joining PC World, Suellen worked as a Legal Secretary and wrote a humor column for the Lawyers Digest. In her spare time she reads practically everything, and indulges in her fantasy of someday living in Seattle. Advertising fascinates her, and three years ago she started her own small mail order business.

P.J. Boatwright Suellen Sandler

Atlanta

Judy Sutter

Serving as Southeast Account Manager for both PC World and Macworld is **JUDY SUTTER.** Judy works out of the Atlanta, Georgia office. Prior to joining PC World she served as National Advertising Director for Goodlife magazines out of Atlanta, and has sold advertising space for consumer magazines and newspapers in New York and Atlanta for the past ten years. She is an active member of the Atlanta Advertising Club, as well as BPAA. She was named Image Maker for the Atlanta Professional Women's Directory in 1984. Her hobbies include playing on a tennis team and sailing. She is also an avid theatre-goer.

DANA NOONAN, Part-time Sales Assistant for PC World and Macworld, has been with the company since October, 1984. Prior to working with PC World, Dana worked for the Atlanta Journal Constitution and Storer Television Sales after graduating from West Georgia College. Dana enjoys spending time with her husband, Mike, and going to the beach. In her spare time she participates in aerobics.

Dana Noonan

Stay tuned for the Los Angeles, California Ad Sales staff for PC World and Macworld!

PC WORLD

More News...

Tokyo Bureau

From Page 1

Because the demand for still more coverage exists, the CWCI International Department has formed the two Hub Bureaus to supplement its existing resources, and is cultivating a growing number of stringers.

TAKEHISA KONDOH has been hired to spearhead the Japanese operation. Takehisa formerly covered high technology at The Japan Times, an English-language daily based in Tokyo. A critical link in the CW Network, Takehisa's responsibilities will include covering the fast-paced technology scene in Japan, scouting for stringers throughout the Pacific Basin, and ensuring that the most important news from the Eastern and Asian worlds reaches the rest of the CW publication family via the CWN.

Offices are currently being set up at Computerworld Japan, and the Tokyo Bureau is expected to be operational in early September.

People

CW Communications in Peterborough, New Hampshire is pleased to announce the arrival of a baby girl to **HEATHER PAQUETTE.** Heather's baby, Paula Ann, was born on August 19th, weighing 7 pounds, 5 ounces, and 21 inches in height. Congratulations and best wishes to both mother and baby!

The Massachusetts Easter Seal Society wishes to recognize the accomplishments and participation of the employees of International Data Corporation on behalf of the persons with disabilities who are served by the society. Special recognition has been given to **STEVEN ZAMIEROWSKI** and his teammates for their participation in the 1985 Bud Light Easter Seal Softball Marathon. Their fund raising efforts totaled $500. Join us in congratulating IDC for their fine efforts in assisting the Massachusetts Easter Seal Society Fund Raising Campaign.

Transfers

It is with great pleasure that CWCI announces the addition of **DONALD YOUNG** to the President's office. Donald has been the Assistant Manager in the mailroom facility, and will now join the International Department as an Administrative Assistant. He brings with him a great deal of knowledge in dealing with international distribution, as well as excellent organizational skills, and will be a valuable addition to the staff. Congratulations, Donald -- we wish you continued success!

New Employees

In Atlanta, Georgia, **JIM MARTIN** will become CWCI's first Southeast U.S. Correspondent, with a beat stretching from North Carolina's Research Triangle to Florida, and west to Texas. Jim joins Computerworld from the Atlanta Bureau staff of a Fairchild trade weekly, Supermarket News, where he had worked since May, 1984. Previously he was a Business and News Reporter for daily newspapers in North and South Carolina. Jim has covered computer applications in the retail food business, and brings an impressive record as an energetic and prolific bureau reporter to his CW position. While he will be available to contribute to all areas of Computerworld coverage, Jim's top priority will be to cover computer industry activities within his extensive beat.

PEGGY WATT rejoins the CWCI family as West Coast Correspondent in Menlo Park, California. Peggy comes to Computerworld from the West Coast Bureau staff of Communications Week where she had worked since last March. Previously she had been a Senior Reporter on the staff of InfoWorld, covering new products, new technologies, and business applications of micros. Some of Peggy's work at InfoWorld was republished in Computerworld. Previous to that she had been a Free-lance Writer in the San Francisco area, and a Reporter for weekly and daily newspapers in California and her native Washington State. Peggy's top priority at CW will be coverage of the microcomputer industry on the west coast, but her knowledge of communications and other applications areas will make her an invaluable asset in several departments.

IDG

Anniversaries

One-Year Anniversaries

Chris Briggi, WGE
Christine Casatelli, CWCI
Wayne Crowell, WGE
Lynn Davis, IDC
Penny Ertelt, PCW
Sue Flanagan, WGE
Aaron Glazer, WGE
Lynn Haines, WGE
Anne McClure, WGE
Fred Parker, WGE
Brock Putney, WGE
Philip Rentz, IDG
David Torrey, WGE
Lynne Yerby, LR

Two-Year Anniversaries

Robert Bartolotta, LR
Cindy Chekas, CWCI
Chris Colwell, WGE
Tom Cullity, WGE
John Gallant, CWCI
Theresa Johnson, WGE
George Saville, WGE
Doug Vassall, WGE

Four-Year Anniversaries

June Fettig, CWCI
Rachel Wasser, IFW

Fitness Focus

How to Beat the Afternoon Blahs

It's 3:00 p.m. but it feels like five. Your eyelids are heavy. Your mind is in a fog. What do you do? Probably, you reach for a cup of coffee. Or a candy bar. Or a soda. Or, if you're a smoker, you light up. And by 4:15 you feel even worse than you did at 3:00.

There's a reason for this. But there are also ways of getting around it. The best is a short, easy burst of exercise. But you're already tired, you say. No, you're not. You're groggy. And there's a difference. If you were physically exhausted, you'd be sweating. What you are is half-asleep.

So, wake up - with a little exercise. Exercise gives the cells in your body a fresh supply of oxygen. And it's oxygen that you need to get cooking. You don't think so? Then try this:

If you've been sitting, stand up. If you've been standing, give yourself some room. Then simply do twenty-five jumping jacks.

It may sound silly, but don't laugh until you've tried it.

Classified

SENIOR WRITER/MICROCOMPUTERS

The Editorial Department of CWCI is looking for a Senior Writer to be responsible for proposing, researching, and writing original news, analysis, technical and feature stories, and for generating stories on assignment from editorial management focused on, but not limited to, developments in the microcomputer industry and micro applications in business. Your duties will include: producing usable news and technical section copy on a weekly basis from original ideas with a minimum of supervision; meeting deadlines established by editorial management; initiating story ideas for own follow-up or for assignment to other staff members; covering speeches, conferences, and meetings on assignment; conducting telephone and personal interviews with computer industry figures and data processing executives on a wide range of subjects of interest to the Computerworld target reader; generating in-depth analysis pieces requiring original research; assuming special reporting assignments and/or special projects from editorial management; spotting industry trends and, through original research, reporting on them; writing complex product announcements; and other job-related duties as assigned. A minimum of four years of professional journalism is required, with at least two years covering the microcomputer industry. Must demonstrate writing ability, familiarity with technical subjects and terms, ability to lead independent projects with little supervision, and proven ability to establish contacts within the computer industry. Contact Lorraine Brien at CW Communications, (617) 879-0700, x548.

FOR SALE

Toyota Celica GT, 1982, black, 5-speed, electric sunroof, A/C, electronic 5-speaker stereo system with cassette, equalizer, alloy wheels, cruise, full Chapman. Original owner, great shape. $6,900. Please call Andrea Seiff at IDG, (617) 875-5000, x437.

Etcetera

ATTENTION INTERNATIONAL OFFICES

If you would like to see your employees listed under the "Anniversaries" section of the Update, simply submit a list each month of those celebrating an anniversary, along with the number of years they have been with the company to the attention of Vickie Bagley, IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701, U.S.A.

IDG UPDATE

EDITOR
Mary Dolaher
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Bonny Gibson
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ____________
____

ADDRESS: ______________________
____

YOUR NAME: ____________________

PHONE #: ______________________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________________
____
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____
____
____
____

SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to have appear in the IDG Update.

What's New . . . What's New . . . What's New

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Volume 15, Number 37 September 16, 1985

InfoWorld Now A Tabloid

The September 2nd issue of InfoWorld had quite a different look -- InfoWorld is now a newspaper, not a magazine. Reflecting a big investment in product improvements, this change brings InfoWorld full circle back to its form prior to October, 1983, when it was published as a tabloid newspaper. And now with the newspaper format, InfoWorld is better able to serve the reader with tighter editorial schedules and shorter press time, providing fresher information faster. Publisher for InfoWorld is **TOM CASALEGNO**, and its Editor is **JONATHAN SACKS**.

$1.75 ($2.25 Canada)

The Newsweekly for the Microcomputing Community

InfoWorld

THE RETAIL BUYING GAMBLE

September 2, 1985

Volume 7, Issue 35

Software Piracy Troubles Apple Officials

Piracy Problem Plagues Corporate Managers

Game Puts Trivia Fans On the Line

Freeware 'Gains Respect' With Corporate PC Users

NEWSPAPER

Chairman Pat Thanks Respondees

IDG Chairman **PAT MCGOVERN** extends his warm appreciation to 507 people working in IDG's U.S. business units who promptly returned their Employee Evaluation Survey.

According to Pat, "This survey allows us to obtain a realistic assessment of the effectiveness of the managment styles in the individual operating units of IDG throughout the United States. It also gives us key guidance in adjusting our corporate policies, practices, and benefit programs to best reflect the needs and desires of members working within the IDG family of companies in the U.S.

The results of the survey have been tabulated, and each manager of the company will be discussing the unit's results with members of his team or department in the weeks ahead as 1986 operating goals, objectives, and budgets are determined."

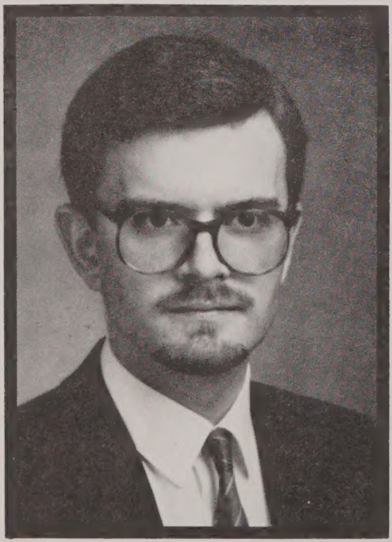
Pat adds, "Many beneficial enhancements to our company programs have come out of the results of this survey and the confidential comments included

Continued on Page 3

Spotlight

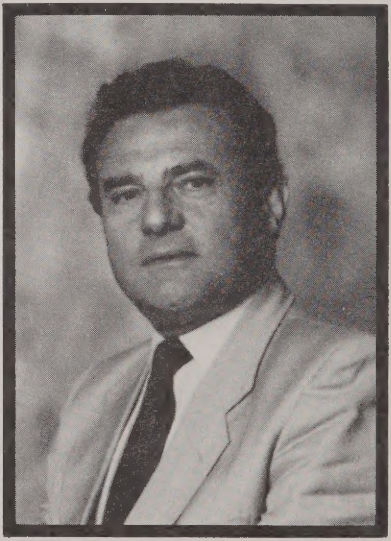
IDC Switzerland & IDC Belgium

International Data Corporation's Agent for the Switzerland territory is **PHILIPP ZIEGLER.** Philipp, who founded his own company in 1983 in Schaffhausen where the famous Rhine Falls are located, is concentrating on consultancy for international vendors and distributors in the electronics field. He was previously employed as an electronic expert in the laboratory, as a field sales engineer for Motorola, and as a sales manager for several Swiss distributors of electronic components. He holds an MBA in Economics, and attended several commerce schools and marketing and management institutes. In addition to his work for IDC, he is a lecturer on marketing at a famous school in Zurich. In his spare time Philipp enjoys playing tennis and squash.



Philipp Ziegler

ALAIN COUSIN has served as Managing Director for IDC's Belgium office since January, 1985. IDC Belgium is a subsidiary of IDC Benelux located in Amsterdam. Alain was formerly an international consultant in the information and consumer electronics industry since the 1970s. Prior to joining IDC's operation in Belgium he was active as a business consultant, specializing in corporate and marketing strategy for the electronics industry. Alain is multilingual in French, English, Italian, German, and Dutch, and he has in-depth experience of the West European market at the distribution level.



Alain Cousin

One of the part-time staffers at IDC Belgium's office is **MARC ANTOINE COUSIN.** Marc serves as an Assistant, and is responsible for data processing and field work in the Belgium market. He has a background in civil engineering, and will soon graduate with a Physics and Electronics Degree from the Polytechnicum in Brussels.

NELLY TOURNAY, also a part-time worker, serves as IDC's Secretary and Steno/ Typist. A Belgian citizen, Nelly is responsible for internal administration and mailings.

IDC
INTERNATIONAL DATA CORPORATION

More News...

Chairman Pat Thanks Respondees

From Page 1

with them." As one example, he said, "The results of this year's survey have lead to the job skill training programs being offered by the company to be expanded in 1986, and subjects offered will be closely tied to the skills and capabilities which aid the members of the IDG companies in gaining a job promotion."

IDG
INTERNATIONAL DATA GROUP

CW Holds 6th International Meeting

CWCI's International Editors met for their annual meeting this summer in Lincolnshire, Illinois. The meeting drew record numbers. Thirty-three representatives from 16 countries were present, including representatives from major domestic publications. The meeting was led by **SUSAN BLAKENEY,** Director of International News Services, and **KAREN DOWELL,** International Editor at PC World Communications, Inc.

The conference kicked off with a poolside cocktail party sponsored by **DIANA LA MURAGLIA,** Director of CW International Marketing Services, whose meeting was held concurrently. This was followed by a dinner indoors.

Representatives from CWCI's International Editorial and International Marketing Groups.

The meetings consisted of an overview of the International News Network, a review of the PC World International News Network, and a strategy session led by **TIM MCNEILL,** Vice President of Corporate Development at IDG. Editors also discussed their competition, common goals and problems, staff changes, new launches, and editorial policy. The weekend closed with a dinner cruise aboard the Betsy Ann on Lake Michigan.

IFW Appoints Ad Reps.

InfoWorld magazine announces the appointment of Hawley-Lindenberger & Associates, Inc. as advertising representatives for the Southwest Territory. This territory includes Texas, Oklahoma, Louisiana, and Arkansas. Principals Bob Hawley, Gary Lindenberger, and Mike Sullivan have over 50 years combined sales experience in the business press. Their combined market experience includes Computers and Electronics, Business and Finance, and Education.

As sales representatives for InfoWorld in the Southwest, Hawley-Lindenberger & Associates will report directly to Associate Publisher and National Sales Director **JIM CURTIS**.

People

Congratulations to **RAYLENE JORGENSEN**, Manager of the IDC Federal Division sales force in Washington, D.C., for obtaining the highest rating as a manager in the recent Employee Evaluation Survey of IDG U.S. operations. Raylene's department gave her an overall rating of 2.08 on a scale of from 1 for excellent to 7 for very poor.

Runner-up with the next highest survey rating was **JOE LEVY**, Head of the IDC Corporate Marketing Department in the Framingham office. Joe's department gave him a 2.2 rating. **PAT MCGOVERN** personally congratulated Raylene and Joe for putting into effective practice the managment principles and policies that reflect our company's values and objectives.

Raylene Jorgensen

PAT MCGOVERN presents a recognition award to JOE LEVY for coming in as runner-up on the Employee Evaluation Survey.

Promotions

Add one more to the rapidly expanding CWCI International News Services Department. **ED WARNER**, Senior Staff Writer for Computerworld, will assume the International Editor's position in early September. Ed will work with newly appointed International Editors **AMIEL KORNEL** in Europe, and **TAKEHISA KONDOH** in Asia, to promote the flow of news among CWCI publications worldwide. Ed will oversee the daily transmission of the CW Network daily newswire from the Framingham offices, work with stringers around the country, and continue to generate his own high quality news stories for the CW Network. Ed has reported on corporate personal computing, business graphics, and factory automation for Computerworld for almost two years. Prior to joining CW, Ed wrote for a weekly newspaper in Michigan, edited two newsletters, and taught journalism for four years at a community college. Ed says that the position is a "combination of things I've always wanted to do - editing and working with international issues." Congratulations, Ed!

Effective immediately, **JIM CONNOLLY** will assume the responsibilities of Senior Editor for Systems and Peripherals. Jim did a first-rate job in his tenure as staff writer backup on this section, and brings a strong sense of professionalism from his extensive background in daily journalism. While Jim still has a couple of feature projects to wrap up over the next few weeks, he will now begin the day-to-day management of Computerworld's coverage of large systems and related matters. Best wishes in your new position, Jim!

Congratulations to **MAURA MCENANEY**, who is completing her bicoastal transition to take on the role of West Coast Correspondent for Computerworld. Maura's primary responsibility will be to report on computer industry activities in the western United States. Framingham's loss is Menlo Park's gain. Best wishes, Maura, in your new role.

New Employees

The IDG Chairman's Office is pleased to welcome **BONNY GIBSON** to the position of Administrative Assistant. Bonny joins IDG from Gamewell Corporation, where she held the position of Sales Secretary. Prior to her employment at Gamewell she worked at Sun Life Assurance Company in Wellesley, Massachusetts, where she held the position of Administrative Assistant. In her new position Bonny will be responsible for providing secretarial support for the Chairman's Office, as well as assisting with work on the IDG Update. Please join us in welcoming Bonny to the IDG family.

Anniversaries

One-Year Anniversaries

Christina Chase, PCW
Janet Fiderio, CWCI
Herb Linden, PCW
Cheryl Tynan, CWCI

Two-Year Anniversaries

Marcia Brooks, IDC
Maureen Gannon, CWCI
Bill Howard, CWC/P
Janice Kamphaus, IDC
Lisa Klofkorn, PCW
Karl Koessel, PCW

Three-Year Anniversaries

Larry Bishop, IDC
Diane Flis, IDC

Four-Year Anniversaries

June Jarest, CWC/P
Arthur Shields, CWCI

Five-Year Anniversary

Carol Audlee, CWCI

Six-Year Anniversary

Aaron Goldberg, IDC
Sandra Howard, IDC

Seven-Year Anniversaries

Dorothy Lanciloti, IDC
Christopher Lee, CWCI
Christine Smith, IDC

Nine-Year Anniversary

Marina Young, IDC

IDG UPDATE

EDITOR
Mary Dolaher
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Bonny Gibson
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

Etcetera

REMINDER -- Time to submit your photos for the IDG Photo Contest is running short. Photos will be accepted until October 1st, and should be packaged carefully and sent to **CHERYL TYNAN** in the Computerworld Editorial Department. Any questions on the contest should be addressed to **GLENN RIFKIN** at CW, (617) 879-0700, extension 577. GOOD LUCK, AND SEND THOSE PICTURES IN!

Classified

SENIOR WRITER/MICROCOMPUTERS

The Editorial Department of CWCI is looking for a Senior Writer to be responsible for proposing, researching, and writing original news, analysis, technical and feature stories, and for generating stories on assignment from editorial management focused on, but not limited to, developments in the microcomputer industry and micro applications in business. Your duties will include: producing usable news and technical section copy on a weekly basis from original ideas with a minimum of supervision; meeting deadlines established by editorial management; initiating story ideas for own follow-up or for assignment to other staff members; covering speeches, conferences, and meetings on assignment; conducting telephone and personal interviews with computer industry figures and data processing executives on a wide range of subjects of interest to the Computerworld target reader; generating in-depth analysis pieces requiring original research; assuming special reporting assignments and/or special projects from editorial management; spotting industry trends and, through original research, reporting on them; writing complex product announcements; and other job-related duties as assigned. A minimum of four years of professional journalism is required, with at least two years covering the microcomputer industry. Must demonstrate writing ability, familiarity with technical subjects and terms, ability to lead independent projects with little supervision, and proven ability to establish contacts within the computer industry. Contact Lorraine Brien at CW Communications, (617) 879-0700, x548.

FOR SALE

Toyota Celica GT, 1982, black, 5-speed, electric sunroof, A/C, electronic 5-speaker stereo system with cassette, equalizer, alloy wheels, cruise, full Chapman. Original owner, great shape. $6,900. Please call Andrea Seiff at IDG, (617) 875-5000, x437.

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 38 September 23, 1985

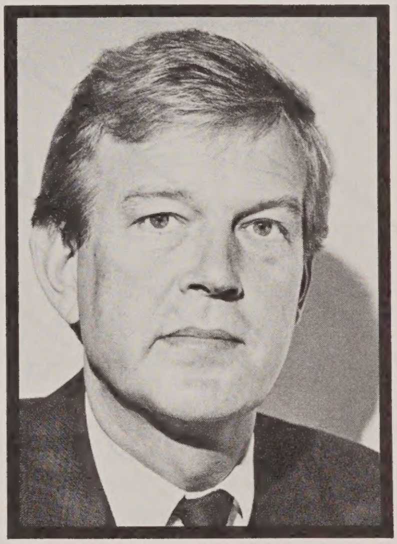
CW/Benelux Under New Management

CW Communications Benelux is pleased to announce that **WOUT BERENDS** has joined them as General Manager for the Dutch and Belgian operations.

Wout took over from **JOOP WITVOET,** who initiated the Amsterdam office and brought it to its present level of a serious competitor in a highly competitive market.

Wout joins CW Communications Benelux from Advision, a well established advertising agency in the Amsterdam area. He built up his professional experience as a Sales and Advertising Manager with the largest Dutch daily newspaper "The Telegraaf." Following that, he served as Advertising Manager at Heineken Beer Breweries.

CW Benelux now consists of two publications. It all started in 1984 with a new weekly in tabloid form, Computerworld Benelux, dedicated to the rapidly expanding computer community in the Netherlands and Flanders,



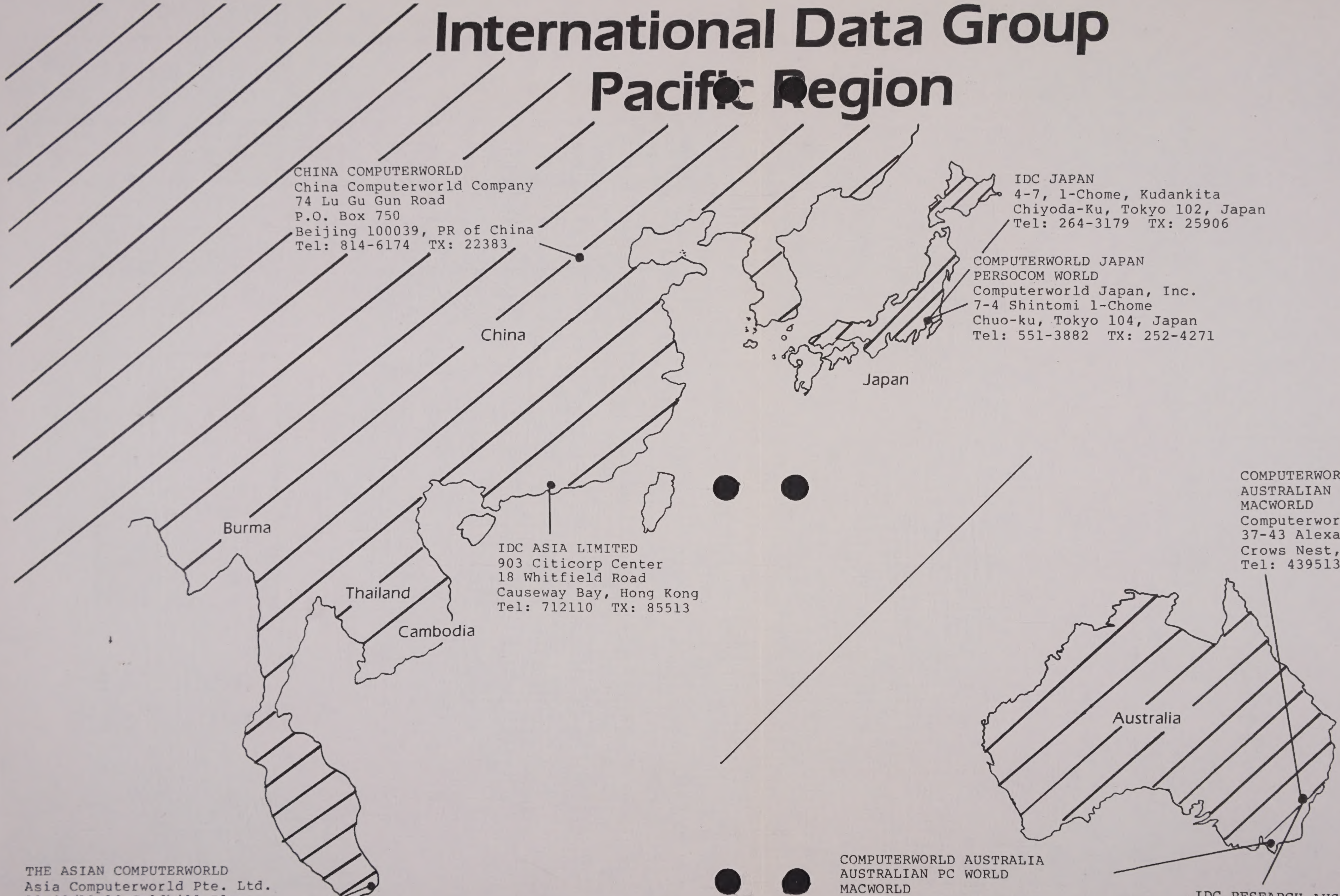
Wout Berends

Venezuela's Winning Team

In spite of an unfortunate start (four weeks before publishing the No. 1 issue of Computerworld Venezuela, the government decreed import license requirements for all computer equipment, a move that temporarily paralyzed all marketing endeavors) the Advertising Sales Department of Computerworld Venezuela ended the first six months with a 108% year-to-date result.

Continued on Page 3

International Data Group
Pacific Region



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Beijing 100039, PR of China
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COMPUTERWORLD JAPAN
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Tel: 551-3882 TX: 252-4271

IDC ASIA LIMITED
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COMPUTERWORLD AUSTRALIA
AUSTRALIAN PC WORLD
MACWORLD
Computerworld Pty. Ltd.
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Crows Nest, NSW 2065, Australia
Tel: 4395133 TX: 74752

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COMPUTERWORLD AUSTRALIA
AUSTRALIAN PC WORLD
MACWORLD
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74-76 Eastern Road
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Tel: 690-2933 TX: 33926

IDC RESEARCH AUSTRALIA PTY. LTD.
56 Berry Street
North Sydney, NSW 2060, Australia
Tel: 922.5300 TX: 21571

More News...

CW/Benelux

From Page 1

the Dutch-speaking part of Belgium. By mid-1984 Computerworld was joined by PC World, also in the Dutch language. It is temporarily a bimonthly, but will soon be published ten times per year. Plans for other publications are currently under consideration.

We wish Wout the best of success in his new and challenging position.

Venezuela

But then, who could say "no" to a sales pitch delivered by **MARISOL ASCANIO**, Manager of Sales and Circulation, or to smiling **LOLA ULACIO** when she asks for a signature on an insertion order? Nevertheless, that is not the only reason for their success -- they put in long hours of dedicated and well organized work. Besides sales, they also handle circulation, organizing promotional campaigns, participating in shows and exhibitions, and maintaining mailing lists for subscribers' files.

Computerworld Venezuela is proud to have them on board and can look foward confidently to a promising future with this winning team.

COMPUTERWORLD
VENEZUELA

Lola Ulacio Narisol Ascanio

People

On Sunday, September 8, 1985, **VICKIE BAGLEY** of the IDG Chairman's Office wed Richard Harding at the Martha-Mary Chapel in Sudbury, Massachusetts. Following the ceremony, a reception was held at L'izabeth's Restaurant in Westborough. The newlyweds are currently enjoying a week in Bermuda. Join us in wishing Mr. and Mrs. Harding much happiness!

On Wednesday, August 28th, IDG kicked off its first Aerobics Program conducted by **SUSAN PERRY.** The attendance was fantastic in that there were many employees from IDG, IDC, and CWCI participating. The main advantages of the program are that the classes are geared to the fitness levels of ALL employees and they consume only one half-hour of lunchtime. Classes will continue to be held each week on Monday, Wednesday, and Friday from 12:10 to 12:40 in IDG's "backyard", weather permitting.

So, what are you waiting for? Come join the fun and stay in shape too! If you have any questions about the classes, please feel free to call Susan Perry at IDG, extension 407.

Promotions

SUZANNE WEIXEL recently joined the Computerworld editorial staff as New Products Editor. Suzanne has been working for CWCI as advertising coordinator for special publications (Extra, NCC Daily, Focus) since last December. She was previously with Interactive Training Systems, Inc. of Cambridge, where she was responsible for monitoring courseware development, writing documentation and providing follow-up customer support. With Computerworld she will work with the senior editors in processing new product materials and with staff writers in preparing selected material for publication in a New Product section. She will also serve as a point of contact for vendors regarding new product information and vendor visits. Best of luck for success in your new capacity!

Anniversaries

One-Year Anniversaries

Cathy Markow, IDC
Susan Pincus, PCW

Two-Year Anniversaries

Dorothy Mager, IDG
Karen Mandell, CWCI
Stephen Robbins, CWC/P
Ellen Staelin, IDC

Four-Year Anniversary

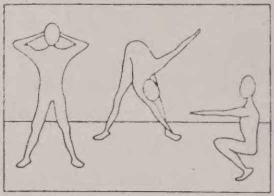
David Brown, IDC

Five-Year Anniversary

Jane Creighton, CWCI

Fitness Focus

Back to Backs



Considering the burdens we carry on our backs, it's a wonder they work as well as they do. Unfortunately, the back is not without its limits. The abuses of modern living -- too much weight, too little exercise, slouching, worry, and wear -- eventually take their toll.

Some people may think there is no help for back pain. Although this is partly true, the majority of back problems solve themselves and do not require therapy. What can you do for simple back pain? Here are some basics:

State Mutual's

Wellcare

NEWSLETTER

VOL. V, NO.6 "An ounce of prevention is worth a pound of cure." SUMMER 1985

Copyright ©1985 The Bob Hope International Heart Research Institute

JUNK FOOD IN 'SHEEP'S CLOTHING'

Unless you read the ingredient and nutritional labels on packages, you might not be aware that the following foods aren't really that great when it comes to good nutrition.

- **Granola Cereal**
  Granola, depending on the brand you buy, can pack as many as 150 calories in ¼ cup (and most people pour a half cup or more in their bowls). Forty-two percent of the calories in some brands of granola come from fat.

- **Granola Bars**
  Although the granola people would like us to think otherwise, the average granola bar is not much more "wholesome" than the average candy bar.

- **Trail Mix**
  Weighing in at 600 calories a half cup, trail mix is a *real* heavyweight.

- **Cottage Cheese**
  The cottage cheese you find in salad bars is almost always creamed cottage cheese. A cup of creamed cottage cheese (4% fat by weight) packs 235 calories and is almost 40% fat. Low-fat cottage cheese (1% fat by weight) is the better buy at only 165 calories per cup—only 11% of which come from fat.

GRANOLA
WALDEN

- **2% Milk**
  The 2% on the label refers to the amount of fat that's in the milk by weight. This is a marketing gimmick to get you to think that 2% milk is low in fat. What you should be concerned about is the amount of fat in the milk in terms of calories; 36% of the calories in 2% milk come from fat. A better bet is "1%" milk which is only 17% fat.

- **Vegetable/Salad Oil**
  Don't let the people who make vegetable oil convince you that just because their product doesn't have any cholesterol (only foods of animal origin contain cholesterol) it's a health food. The old school of thought was that polyunsaturated vegetable oils were "good for you" because they helped lower serum (blood) cholesterol. At 120 calories per tablespoon, however, they're no bargain. □

GOOD FOOD IN 'WOLF'S CLOTHING'

Many foods have been given a bum rap when, in fact, they are healthful and nutritious. The following foods are OK, despite what you may have heard.

- **Popcorn**
  At just 40 calories or so per cup (popped in oil), unbuttered popcorn is a great low-calorie snack.

- **Bread, Pasta, Rice, and Whole-grain Cereals**
  Americans tend to avoid these vitamin-packed, low-fat foods because they think they are "fattening." A slice of bread supplies only 60 calories, a cup of spaghetti noodles supplies fewer than 200 calories, ½ cup of rice has only 80 calories, and a bowl of hot cereal supplies only 130 calories.

- **Potatoes**
  A 7 oz. potato has just 145 calories.

- **Milk**
  Many people think milk is "fattening," so they drink a diet soft drink at lunch or dinnertime. A large cold glass of nonfat milk has only 90 calories and supplies about 300 mg. of calcium. (The average adult needs at least 800 to 1,000 mg. of calcium a day for solid bones.) □

How to be a perfect '10'

Mark H. Gibbons

Mary Lou Retton executes a terrifying back flip on the four inch wide balance beam and dismounts with a sukahara and a one-and-a-half twist. Like a cat she lands perfectly; she throws her arms upward in complete triumph. She's done it—a perfect 10!

While watching the Olympics last summer, our collective response was one of awe and respect. Little voices inside us went something like this: "That's incredible!," "How did she do it?," "Isn't that beautiful!," and "Doesn't he/she have a gorgeous body?" And then: "I could never do that! I'm not athletic, I'm *pathetic*!"

But that's not right. We need to think more about what the word "athletic" really means. In truth, anyone who gets regular brisk exercise is athletic, regardless of age, body type, or speed.

Instead of labeling ourselves as pathetic, we should acknowledge our athletic accomplishments.

If you get up 30 minutes early every morning to take a brisk walk around the neighborhood, if you show up regularly for aerobic dance class, or if you watch Dan Rather from your exercycle rather than from an easy chair, you're an athlete.

Gold medals aren't important. What's important is commitment, persistence, and a little self-discipline. And the understanding that regular exercise is a gift we give to ourselves and to those we love.

Mary Lou would agree. ☐

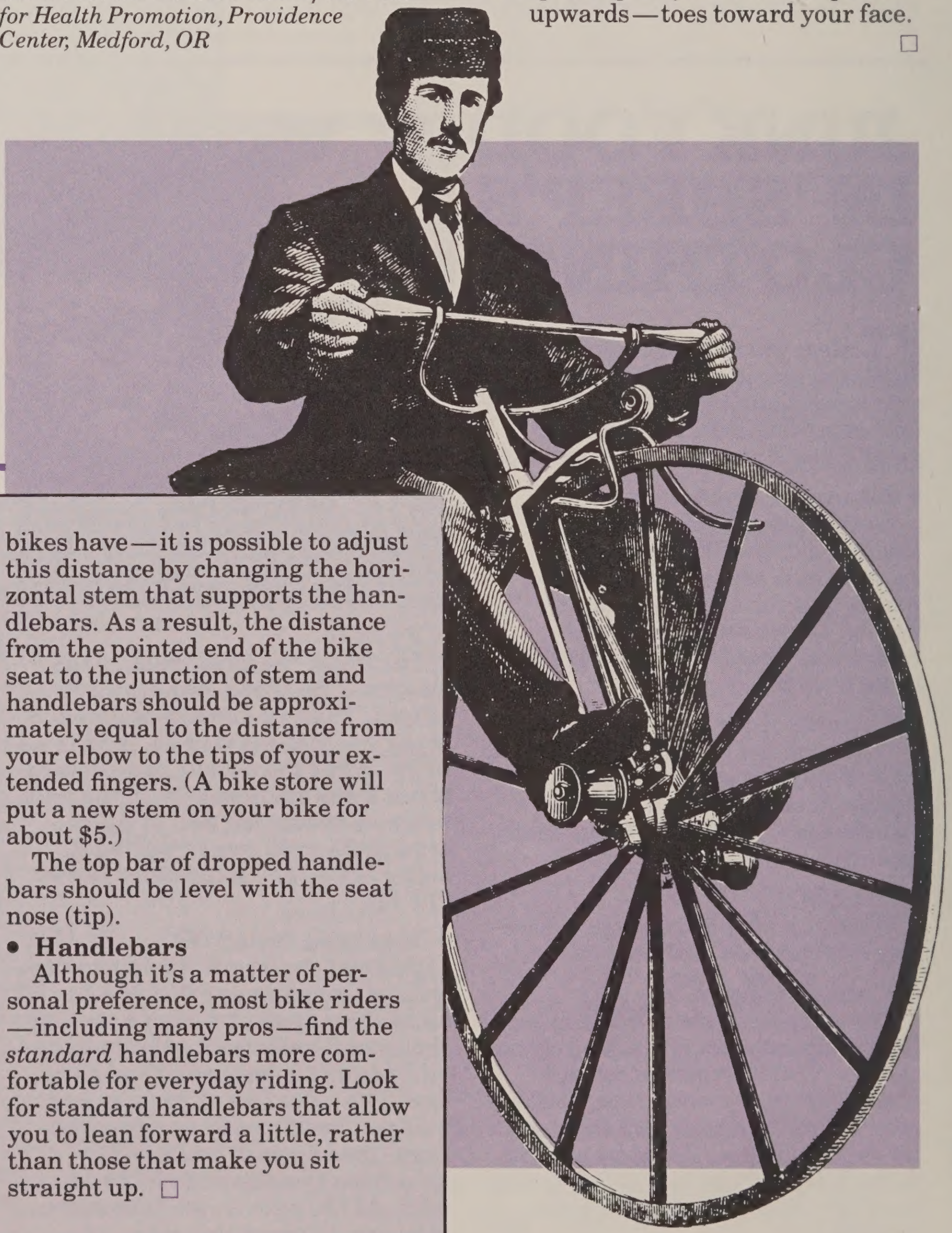
Mark Gibbons is the Director of the Center for Health Promotion, Providence Center, Medford, OR

MY PACE OR YOURS?

The buddy you choose to exercise with should be in about the same shape you are. If she/he's in *better* shape, you'll overextend yourself trying to keep up. If your friend's in *worse* shape, you'll be held back and won't be able to increase your level of fitness. ☐

CHARLEY HORSE?

An effective way of relieving a leg cramp is to grab your foot and pull upwards—toes toward your face. ☐



Try your bike on for size

- **Frame Size**

  You should be able to straddle the top bar comfortably with your stocking feet flat on the floor. (If you prefer a woman's/girl's-style bike, use a boy's model to measure frame size.)

- **Seat Height**

  When you sit on the bike seat (your feet on the pedals), your extended leg should be bent slightly at the knee. (If your extended leg is bent considerably, or if there is no bend, heighten or lower the seat accordingly.)

- **Seat to handlebars distance**

  For standard handlebars, this distance is set by the manufacturer.

  For dropped handlebars—the curved kind that most 10-speed bikes have—it is possible to adjust this distance by changing the horizontal stem that supports the handlebars. As a result, the distance from the pointed end of the bike seat to the junction of stem and handlebars should be approximately equal to the distance from your elbow to the tips of your extended fingers. (A bike store will put a new stem on your bike for about $5.)

  The top bar of dropped handlebars should be level with the seat nose (tip).

- **Handlebars**

  Although it's a matter of personal preference, most bike riders—including many pros—find the *standard* handlebars more comfortable for everyday riding. Look for standard handlebars that allow you to lean forward a little, rather than those that make you sit straight up. ☐

HOW TO GET A COPY OF YOUR MEDICAL RECORDS

Many people do not realize that they have a right to the essential information in their medical records, although the records themselves belong to the doctor or to the hospital. (The paper is theirs, but the facts are yours.)

Copying Hospital Records

1. Anytime after you are discharged from the hospital you may go to the hospital's Medical Record Department and ask to review your medical chart. (If you were discharged recently, it's wise to call ahead to be sure Medical Records has your chart on hand.)

At the Medical Records Department you will be asked to complete an Authorization for Release of Information form. (Parents can do this for their children's records, as well.) In the space, "Purpose for which disclosure is being made," you can write "For my personal records." (You may be asked to show some identification at this point.)

2. Although you can ask to have your whole chart photocopied, because you will be charged something like 25¢ per page, you might want to limit the photocopying to the History and Physical, the Operative Report, and/or the Discharge Summary. (Something called Progress Notes are interesting—they are the hospital staff's observations on your hour-by-hour progress—but they can be pages long, and they are often scribbled and full of medical abbreviations.) A "clerical fee" in the neighborhood of $5 or $10 may also be assessed.

If it has been several years since you were discharged, your records might be on microfilm. In this case, you may be charged the clerical fee plus 30¢ to 50¢ per page for photocopying.

3. If a mental condition is involved, your doctor or the hospital may refuse to allow you to have a copy made of your medical records if they believe you could be harmed by seeing them. In this case, you can have the hospital send your records to a doctor of your choice.

4. If you just want to review your hospital chart so that you can compare it to your hospital bill, the Medical Records Department will probably let you sit down at a table with your chart (no need for photocopying). Things to look for: are dates of admission and discharge correct on your bill?, did you receive the tests, supplies, and medicines for which you were charged?, etc.

What You Will Find

- Be forewarned that the handwritten parts of your records may be unreadable to you—the handwriting may be rushed and many of the observations will be noted by medical abbreviations.
- Beware of jumping to conclusions. There's a story about a fellow who was quite perturbed to discover "S.O.B." notations scattered through his records; he later learned that these initials are the medical abbreviation for "shortness of breath." A new mother might find the notation "uneventful delivery" a little insulting; in medical parlance this means that there were no complications.
- If you have any questions about *anything* on your chart, the best thing to do is to make notes on the photocopies. Then call or make an appointment with your doctor so that he/she can help you decipher things. □

—Prepared with the assistance of the Medical Records Department, Providence Medical Center, Seattle, WA.

Doctor glut

An exhaustive government survey predicts that there will be 70,000 too many physicians in the U.S. by 1990 and 140,000 too many by the year 2000.

This year, nearly 17,000 new doctors will graduate from our nation's medical schools and another 20,000 will complete post-graduate training programs in various specialties.

Dr. Malcolm Peterson, a professor of medicine at the University of Washington School of Medicine and a former member of the federal task force that predicted the coming doctor glut, says that patients suffer when there is an oversupply of physicians. Research has shown, he says, that when people get too much medical care their health suffers. Doctors don't consciously set out to perform unnecessary tests or procedures, he says; they simply "do what they are trained to do." This increases doctor-caused illnesses and complications from being in the hospital. □

Fiber in fruits

Selected Fruits	Fiber (grams)
Apple, raw, w/skin—1 medium	2.8
Apple, raw, w/o skin—1 medium	2.9
Applesauce, canned—½ cup	1.4
Apricots, raw—3 medium	1.4
Apricots, canned—3 halves	.4
Banana, raw—1 medium	1.6
Blackberries, raw—½ cup	3.3
Blueberries, raw—1 cup	4.4
Cantaloupe, raw—1 cup	.5
Cherries, sweet, raw—10 cherries	1.1
Cherries, sweet, canned—½ cup	.3
Currants, black, raw—½ cup	3.0
Dates, dried—10 dates	4.2
Grapefruit, canned—½ cup	.3
Grapes w/skin—1 cup	2.6
Mango, raw—1 medium	2.2
Papaya, raw—1 medium	2.8
Peach, raw—1 medium	.5
Peach, canned—1 cup	1.1
Pear, raw—1 medium	4.1
Pear, canned—1 cup	2.3
Pineapple, raw—1 cup	2.4
Pineapple, canned—1 cup	1.9
Plums, canned—3 plums	.4
Raspberries, raw—1 cup	5.8
Strawberries, raw—1 cup	2.8
Watermelon, raw—1 cup	.3

Source: Food Values of Portions Commonly Used by Jean A.T. Pennington

A TALKING BATHROOM SCALE?

What do you get for the weight watcher who has everything? A talking bathroom scale, of course!

Priced at *just* $119.95 by the Innovations Company, Owings Mills, MD, this dandy scale remembers weights of up to five family members and is guaranteed to "talk" to you when you step on it: "Hello, your weight is 150 pounds. You have lost two pounds. Have a nice day."

The manufacturer doesn't indicate what the scale says if you've *gained* weight. Just as well... ☐

Software to complement your tableware?

If you are interested in purchasing a computer program that can help you analyze your daily diet in terms of calories, vitamins, minerals, fats, sodium, etc., you should get your hands on a copy of the *Journal of Nutrition Education* (June 1984, Vol. 16, No. 2). (Call your local public library to see if they carry it, or check with your local hospital, university, or medical school library.)

In this issue of the Journal, nutrition experts around the country report on their analysis of over 50 nutrition computer programs now on the market.

The programs, which can be purchased for as little as $20, have names like "Inshape," "Salty Dogs," "Snackmaster," "Sweet Tooth," and "What Did You Eat Yesterday?"

COMPUTER CAN'T REPLACE A GOOD CONSULTANT!

It is critical to remember that a home computer nutrition program cannot be relied upon completely; one reason is that the computer doesn't know about your personal medical history or about the health risk factors that run in your family.

If you are really serious about changing the way you eat, consider seeing a "Consulting Nutritionist" (R.D.—Registered Dietitian—after his/her name). Look in your Yellow Pages under "Dietitians" or "Nutritionists," or call your state Dietetic Association for names and phone numbers. ☐

> “It isn't the minutes spent at the table that cause you to gain weight, it's the seconds.”

California sues Herbalife

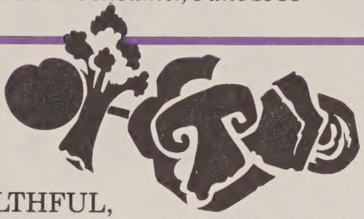
California's attorney general, the state health director, and the Santa Cruz County district attorney have filed a consumer protection lawsuit against Herbalife International Inc.

Herbalife sells "herbal-based" health, nutrition, and skin-care products—marketing them through a "pyramid-type" (multi-level) program.

Among Herbalife's unfair and illegal statements and practices cited in the suit are:

- Misrepresenting that the herbal content of the firm's diet products will curb the appetite and result in loss of girth from fatty areas.
- Misrepresenting that the firm's Cell-U-Loss product directs weight loss to particular portions of the body.
- Misrepresenting that the firm's Slim and Trim diet products will allow users to experience a typical weight loss of 10 to 29 pounds per month.
- Misrepresenting the effectiveness of herbs used in the firm's products.
- Making unapproved drug claims for some products.
- Failing to disclose that the active ingredient of one product, N.R.G., is caffeine.
- Using an illegal pyramid scheme for the sale of its products.
- Misrepresenting that one can reasonably expect to easily earn large sums of money as a distributor of Herbalife products. ☐

Source: FDA Consumer, June 1985



HEALTHFUL, HASSLE-FREE BARBECUE IDEA

Shish Kebabs!

Set dishes of fresh pineapple, apple cubes, mushrooms, small onions, cauliflower and broccoli flowerets, green pepper slices, cherry tomatoes, and *extra lean* meat cubes out on your picnic table. Provide barbecue sauce, brush, and skewers. Guests can build their own kebabs and barbecue them themselves. ☐

Have you thanked a fish today?

Eating "as little as one or two fish dishes a week" may cut in half the risk of dying of heart disease, according to a study published in a recent issue of the *New England Journal of Medicine* (May 9, 1985).

In the study, Dutch researchers at the University of Leiden studied the diets of 852 middle-aged men from the town of Zutphen for 20 years, beginning in 1960.

Over the 20 years, during which a total of 78 men died of coronary heart disease, those who ate no fish were more than twice as likely to die of heart disease than those who averaged at least an ounce of fish a day.

The Dutch researchers believe that a fatty acid in fish called "eicosapentaenoic acid" may be able to slow platelet clumping. Platelets are components in blood which are involved in blood clotting.

In studies conducted at Oregon Health Sciences University, researchers have found that patients with high triglyceride (blood fat) levels have been able to lower their serum (blood) triglyceride and cholesterol levels far more effectively by eating fish or fish oils than by eating vegetable oils.

Dr. John A. Glomset, professor of medicine and biochemistry at the University of Washington School of Medicine, Seattle, said in an accompanying editorial that it appears that eating even an ounce of fish a day can have a "substantial protective effect." He cautions, however, that more research is needed before we can know for sure. ☐

The Frugal Gourmet™

Jeff Smith — the Frugal Gourmet — is best known for his half-hour cooking demonstration series carried by public broadcast stations across the country.

A resident of Tacoma, WA, Jeff has taken special interest in low-fat/low-salt cooking since his recent heart surgery.

Low-salt/ low-fat barbecue sauce

Try this fantastic sauce on chicken (remove the fatty skin), fish, or lean meat from which you have trimmed the fat.

1	**12-ounce can no-salt-added tomato paste**
½	**cup dry white wine (helps replace the "experience" of salt)**
1	**Tbs. dry mustard**
2	**Tbs. red wine vinegar**
1	**Tbs. Worcestershire sauce**
	Dash of Tabasco to taste
¼	**cup brown sugar**
1	**Tbs. mild chili powder**
2	**Tbs. chopped yellow onion**
	Juice of ½ lemon
1½	**cups water**
2	**tsp. Liquid Smoke**

Blend all ingredients well and simmer for 25 minutes. (Be careful! This is a ploppy sauce and it will bubble and splash on your shirt or dress.) Keep refrigerated for up to 1½ weeks.

Makes about one quart of sauce. ☐

Copyright ©1985 Jeff Smith

OTHER NAMES FOR SATURATED FAT ON FOOD LABELS

Lard
Animal fat
Animal shortening
Shortening
Coconut oil
Palm oil
Partially hydrogenated
Hydrogenated
Chicken/Beef/ Pork fat
Meat fat
Butter/Butterfat
Whole milk solids
Cream

Working mother guilt trips

It's estimated that nearly 60% of women who are employed outside the home have children under six years of age. Good childcare can be hard to find, but even when good childcare arrangements are made, many "working women" feel guilty about leaving their charges in someone else's care.

The following list of affirmations (adapted from the new paperback, *The Working Parents' Survival Guide* by Sally Wendkos Olds) may be helpful to those mothers who—in spite of excellent childcare arrangements—feel that morning "bye-bye's" are the worst part of the day.

SUCCESSFUL CHANTS FOR CASTING OUT GUILT

- I need the structure and stimulation of work outside the home.
- I would be a wretched mother if I were home all the time.
- If I weren't working, my children would not be able to enjoy music or dance lessons, summer camp, private school, etc. (Or, if I weren't working, we couldn't get by.)
- My family enjoys the vacations that are possible only because of my income.
- I do the very best I can at home and at work. It's not necessary to be Superwoman.
- When I am happy, my family is happy.
- My children aren't suffering; in fact, they're doing great!
- My children are more independent, confident, and capable because I work.
- When I am constantly with the children, I become irritable.
- At daycare, my child's day is filled with interesting indoor and outdoor activities, friends, and constant attention.
- My work is socially useful. I am helping to make the world a better place.
- I am a more interesting and creative person, mother, and wife because I work.
- I am learning important things at work that I can share with my children.
- My child will have an easier time at school because of the discipline, structure, and lessons he is learning at daycare.
- I am building "earning power" in case I am ever divorced or widowed, or in case my husband becomes disabled. ☐

> “The arrival of a good clown exercises more beneficial influence upon the health of a town than twenty donkeys laden with drugs.”
>
> —**Thomas Sydenham**
> *Famous 17th-century physician*

HOW TO GET ANGRY

"Anybody can become angry—that is easy. But to be angry with the right person, to the right degree, at the right time, for the right reason, and in the right way—that is not easy."

—**Aristotle**

stress

How to sweeten traffic jams

The next time you get caught in heavy traffic, think of the situation as an opportunity to relax rather than as an inconvenience. Try one or more of the following during the next jam-up:

- Enjoy your radio (experiment with new stations) or tapedeck (consider keeping some motivational, learning, or narrative tapes in your car for traffic jams).
- Sing. Try remembering old school or summer camp songs.
- Snack. Keep some nuts, dried fruits, raisins, a "box" of fruit juice, gum, etc. in your glove compartment.
- Stretch your shoulder, back, abdominal, and neck muscles. Yawn wide and breathe deeply.
- Think about an upcoming vacation, plan your weekend, etc.
- If the jam-up is going to make you late for an appointment, stop at a phone booth and notify the person who's waiting for you that you'll be a little late. This will eliminate the need to weave in and out of the traffic at breakneck speeds, trying to make up lost time.
- Think of traffic jams as God's way of giving you a little time to yourself. ☐

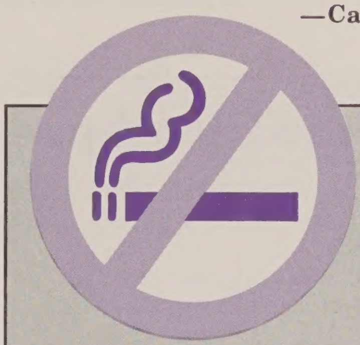
A definition of success

To laugh often and much;
To win the respect of intelligent
  people and the affection of
  children;
To earn the appreciation of
  honest critics and endure the
  betrayal of false friends;
To appreciate beauty;
To find the best in others;
To leave the world a bit better,
  whether by a healthy child, a
  garden patch, or a redeemed
  social condition;
To know even one life has
  breathed easier because you
  lived.
This is to have succeeded.

—**Harry Emerson Fosdick**

smoking

> "I don't smoke. I *did* smoke in my years of stupidity, but I haven't smoked now for 40 years."
>
> —**Cary Grant**



FOR NONSMOKERS

Red and white enamel pins bearing the international no-smoking symbol, 7/8″ in diameter, are available for $2.75 postpaid from: G.A. Vorel, 5402 Smokerise Drive, Stone Mountain, GA 30087. Bulk discounts are available. ☐

A PECULIAR PROPERTY OF NICOTINE

Nicotine can induce either alertness or calmness, depending on how it is inhaled. Short puffs tend to produce alertness; deep drags tend to temporarily soothe the nerves.* ☐

**The calming effect of nicotine is short-lived. After smoking a cigarette, tension gradually builds in the body as the drug's effects wear off. The easy way of relieving the tension caused by withdrawal from nicotine is to smoke another cigarette.*

$13,000,000,000 A YEAR

The health costs of smoking are $13 billion a *year*, according to Bill Gunter, president of the National Association of Insurance Commissioners. ☐

The information in this publication is meant to complement the advice and guidance of your physician, *not* to replace it. You should by all means discuss any major change in your diet or activity level with your doctor.

This information is not the result of research at The Bob Hope International Heart Research Institute; it reflects research and studies from a *variety* of sources, as credited.

alcohol

Interesting stuff about alcohol

- 1/3 of Americans don't drink.
- 96 million Americans do drink; 1/10 of these drinkers consume half the alcoholic beverages sold.
- One in 10 drinkers becomes an alcoholic (that's 9½ million alcoholics in the U.S.)
- Of the 9½ million alcoholics:
  - —5 million are employed (10% of workforce)
  - —2 million are women.
  - —3 million are school-age (14 to 17 years old)
- A child has a 35 times greater chance of becoming an alcoholic if one parent is an alcoholic, and a 400 times greater chance if both parents are alcoholics.
- 200,000 deaths a year in the U.S. are attributed to alcohol.
- 80% of all violence in American homes is alcohol-related.
- The taxes on alcohol bring in about $12 billion annually, but the cost to society is estimated to be more than $60 billion a year, including 20% of the national expenditure of hospital care.
- Alcoholism is a treatable disease. ☐

Sources: Perspective magazine (Spring 1985) published by Blue Cross of Washington and Alaska, and the National Institute on Alcohol Abuse and Alcoholism (NIAAA)

your health matters

BEE STING — What to do

1. Remove stinger with flick of fingernail (do not squeeze stinger with finger or tweezer or more poison might be secreted). Note: honeybees leave the stinger in the wound; bumblebees and other stinging insects do not.

2. Apply a baking soda or meat tenderizer paste (10 minutes, then rinse off) to help draw out poison.

3. Apply an ice pack. Note: swelling may be more prominent on second day.

4. An oral antihistamine (e.g., Benadryl) and/or Calamine lotion may help relieve the itching.

5. If you find it difficult to breathe or you start wheezing, if you break out in hives or a skin rash, or if the insect sting causes fainting, you should see a doctor immediately. □

Source: Nurses' Guide to Telephone Triage and Health Care (Group Health Cooperative of Puget Sound), and Your Child: A Medical Guide (by the editors of Consumer Guide)

> “The only reason my two children and I are alive today is because we were wearing our seatbelts.”
>
> —Barbara Mandrell

TRAVELER'S DIARRHEA

It's estimated that one out of every three people who travel from developed to developing countries come down with traveler's diarrhea. Some of the best advice for avoiding “Delhi Belly” and “Montezuma's Revenge” comes from the Peace Corps: “If you can't peel it, cook it, or boil it, forget it.” □

Home blood pressure kits

- If you suffer from “white-coat hypertension” (where your blood pressure goes up at the sight of a doctor), a home kit can give you an accurate reading.
- Monitoring your blood pressure at home allows you to know what's going on between doctor visits.

HOW TO BUY

- Check with your doctor to see if he or she recommends a particular model. The new computer-based kits on the market (cost: $50 to $90 and up) are the most accurate and easiest to use. A built-in microphone does the work and the reading is flashed on a digital display. The more expensive models either have a memory or can provide you with a printed record.

Larger department stores, drug stores, and hospital/medical supply companies carry home blood pressure kits.

HOW TO TRY

- Take the kit with you to your doctor's office; the pressure taken on your doctor's equipment and yours should be the same. Have your doctor or a nurse check your monitoring technique.
- Ask your doctor for recommendations about how often and what time of day you should check your blood pressure. Also ask what a good reading for you should be, and what you can do to maintain a desirable blood pressure.
- Remember that one high blood pressure reading does *not* mean that you have high blood pressure. Abnormal readings should be rechecked by your doctor. □

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- Lose weight
- Exercise
- Reduce stress
- Learn to lift and carry properly. Always bend at your knees and lift with your legs, keeping the load close to your body.
- Sit upright
- Sleep on a firm mattress
- While you stand, rest one foot on a small stool

Be kind to your back and follow the basics. Support your back and it will support you!

Etcetera

FREEDOM FROM SMOKING

a unique new program to help you KICK THE CIGARETTE HABIT!

BEGINS: OCTOBER 4, 1985 **TIME:** 11:30am to 12:30 pm

PLACE: IDC BOARDROOM, 5 SPEEN ST., 4th FLOOR

REGISTER AT INTRODUCTORY SESSION ON: FRIDAY, OCTOBER 4, 1985

JOIN NOW and STOP SMOKING BY: NOVEMBER 8, 1985 !

REGISTRATION FEE: $ 25.00***

A nonprofit clinic paid for mainly by Christmas Seal® contributions.

FOR FURTHER INFORMATION **CALL:** Linda Bowes @ IDG X.445

***IDG WILL REIMBURSE YOUR REGISTRATION FEE UPON COMPLETION OF THIS 7-DAY PROGRAM.

AMERICAN LUNG ASSOCIATION
The Christmas Seal People®

Classified

CORPORATE SERVICES SECRETARY

International Data Group is seeking a highly motivated, detail-oriented, well-organized department secretary reporting to the Executive Secretary to the president as well as assisting the Manager, Master Client Lists. The candidate for this position must possess excellent typing skills (65 wpm), experience on the Wang Word Processing System, and data entry experience. Other duties will include telexing, invoicing, filing, telephone coverage, keeping employee attendance records accurate and up-to-date, as well as other various tasks. You must have at least three years' office experience and be willing to work in a fast-paced environment. Please send resume in confidence or contact: Lucy Sheehan, IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x202.

RESEARCH ASSOCIATE

Full-time entry level positions available in the market data center of International Data Corporation. Primary responsibilities will be processing questionnaires, conducting telephone interviews and data entry. Please send resume to Christine LeBlanc, IDC, 5 Speen Street, Framingham, MA 01701, or call (617) 872-8200, x287.

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The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

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Volume 15, Number 39 September 30, 1985

73 Reaches A Milestone

CWC/Peterborough's 73 For Radio Amateurs, the monthly magazine serving the worldwide community of amateur radio operators, celebrates its 25th anniversary with the publication of the October, 1985 issue.

According to publisher **JACK BURNETT**, a veteran of more than ten years with 73, "In magazine publishing, a 25th anniversary is a milestone that's seldom reached. Only one of every 100 new magazines lasts for more than ten years; those lasting 25 years are approximately .007 percent of new starts, at best."

In celebration of this rare achievement, the 73 staff has instituted the Silver Eagle Awards. Twenty-five recipients, all judged by the staff to have made the most significant contributions to the success of the magazine since its inception, will receive chrome-plated Silver Eagle microphones.

Burnett calls the recipients "73's 25th anniversary all-stars." He says that narrowing

Continued on Page 3

Issue #301
OUR 25th ANNIVERSARY YEAR!
October 1985
$2.50 USA
$3.50 Canada
73 for Radio Amateurs
A CWC/P Publication
International Edition
ANNIVERSARY PRIZE-WINNERS!
Is Your Name Inside?
1985 15/20m SSB World Champions
Old Tubes Never Die!
High-Flying OSS Radio
Floppy Disks: Worth The Price?
Read "What?"
Page 4
Our Silver Anniversary

PCW & Macworld Reader Inquiry Service

PC World and Macworld magazines have a new reader inquiry service. Beginning with their June issues, Computer Marketing Services (CMS) of Rochester, New York has been responsible for processing the ad inquiries and delivering them to the advertiser.

The program provides key demographic information, timely leads, valuable comparisons of lead generation by different ads within diverse product groups, and much more.

Continued on Page 4

PC World Ad Sales

- Los Angeles -

Mary Burns Lila Villarreal Susan Curtis Michela O'Connor Joanne Gillis

MARY BURNS, who is new to the PC World Los Angeles sales office, provides sales support to both PC World and InfoWorld magazines in her capacity as Sales Assistant. She is one of the seven people in the office born and raised in Los Angeles, and she is currently residing in the Valley with her pet rat, "Squeeky." Mary has many domestic hobbies which include needlepoint and baking, and she is an avid fan of "film noir." If her life seems a little extravagant, she states, "Try being married to a writer for the past three years."

LILA VILLARREAL, Senior Sales Assistant for PC World and Macworld, first joined PC World in San Francisco, where she worked as Sales Service Manager. There she coordinated insertion orders and ad placement for PC World. She transferred to Los Angeles in February, 1985 in order to open the new Los Angeles sales office. Having survived the move, she helps coordinate the sales for both PC World and Macworld. Lila has a beautiful 13-year-old daughter named Kimberly whom she adores, and shares her home with an English springer spaniel and two cats. She loves the beach, dry white wine, fast cars, and baccarat.

SUSAN CURTIS, Southwestern Advertising Manager, joined PC World with eleven years of experience in publishing and marketing. Back in her New York days she was an Advertising Promotions Manager at Simon & Schuster, and Marketing Services Manager at Harcourt Brace Jovanovich Publications. She has brought in western ad sales for Instructor Magazine (HBJ), Computer Merchandising (Eastman Publishing), and Creative Computing (Ziff-Davis). Susan's psychology degree from Smith College and her studies at the University of Geneva help her psychoanalyze her clients' marketing strategies. She lives in Marina del Rey with her new husband, John, and in her spare time you will find her sailing her Newport 30, "Incentive."

Coming from Ziff-Davis with a year in computer publishing, **MICHELA O'CONNOR** spent the three years prior in consumer magazine advertising with East/West Network. She presently serves as Southwestern Region Account Manager for Macworld. Michela is a graduate of UCLA with a B.S. Degree in Journalism, and she lives in Redondo Beach with her cat and three hummingbirds. She loves driving her fast-moving Toyota Celica Supra with a personalized license plate reading "AD LEGS."

JOANNE GILLIS, PC World's high energy Account Manager, joined PC World in February, 1985. Previously she was with Digital Design, Morgan Grampian Publishing. Prior to that she sold advertising for Computer & Electronics Marketing (MG). Joanne lives in Newport Beach, California with her two children, Noel and Rachel. Her hobbies include sailing and all water sports.

More News...

73 *From Page 1*

the original 98 nominees down to the final 25 recipients was "an excruciating process." In his soon-to-be-published introduction to the Silver Eagle Awards section of the anniversary issue, Burnett writes: "These people are special. Some are hams and some aren't. Some can put a Silver Eagle to use and some can't. Two are silent keys. So what? 73 doesn't forget. We are very proud of all of them."

In addition to the Silver Eagle Awards, 73 is also planning to thank its readers for their long-time support. "Without their loyalty over the years," says Burnett, "we wouldn't be here today. They are - and always have been - our most important asset." 73 will present one randomly-selected subscriber in each of the fifty states and the District of Columbia, and one overseas subscriber, with a Radio Amateur Callbook set. The two-volume directory lists the name, address, and radio call sign of every amateur worldwide.

The October, 1985 issue will contain additional material related to the 25th anniversary. In the monthly "New Products" section of 73, for example, readers will see reprints of "New Product" announcements presented by the magazine in the past. Also, Bandel Linn, an illustrator from Florida whose work appeared on the cover of the first issue of 73 in October, 1960 and in every important anniversary issue since, will again be represented - this time by a self-portrait.

Ad Inquiry Service

From Page 1

A substantial respondent base (3987 for Macworld and 3486 for PC World) resulted from each publication's first two weeks under this program. For further information on this service, please contact **BEVERLY SCHNEIDER** at PC World Communications, 555 De Haro Street, San Francisco, California 94107, (415) 861-3861.

PC WORLD

The #1 IBM Personal Computing Magazine

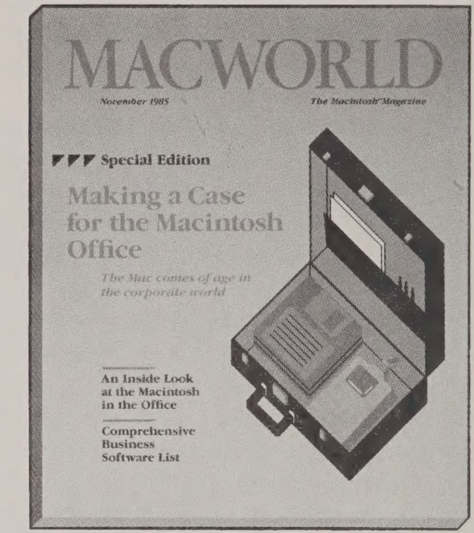
MACWORLD

The Macintosh™ Magazine

Making a Case For The Macintosh Office

Macworld magazine is publishing a special edition this fall which will feature case studies covering a diversity of businesses and organizations. Companies from the Fortune 1000 to one-person corporations will turn to this informative issue to discover how the Macintosh provides the office with personal computing solutions. Readers will learn numerous ways to convert their offices into personal and group productivity centers.

The Macintosh office edition has a projected net paid circulation of 200,000, and a shelf life of over three months. Apple Computer Corporation will buy a minimum of 50,000 copies, with the bulk to be distributed among key decision makers in the Fortune 1000.


MACWORLD
November 1985
The Macintosh Magazine
Special Edition
Making a Case for the Macintosh Office
The Mac comes of age in the corporate world
An Inside Look at the Macintosh in the Office
Comprehensive Business Software List

People

RETRACTION

In the "People" section of the September 9th issue of the IDG Update, there was an item reporting that HEATHER PAQUETTE of CW Communications/ Peterborough had given birth to a baby girl on August 19, 1985. This is untrue and incorrect. CW Communications/Peterborough retracts the write-up, and the IDG Update apologizes to Heather for printing the false report.

Promotions

Congratulations to **PETER BARTOLIK**, who has been promoted to the position of News Director of Computerworld. As

Continued

such, he will be responsible for the day-to-day Computerworld news gathering operation, coordinating the work of the Senior Editors, Senior Writers, Staff Writers, and Bureau Personnel. His specific priorities will be to see that the very best editorial material is generated each week for Computerworld's news pages and, secondly, to coordinate and maintain a high level of editorial quality in the paper's technical and general sections. He will report to the Editor-in-Chief. Pete brings more than two years of experience as a Computerworld Reporter and Editor and five years of previous daily newspaper experience to this key role. His strong news sense and editorial abilities will be critical in developing Computerworld's weekly news coverage to greater levels of excellence.

DONOVAN WHITE has been promoted to the position of Managing Editor of Computerworld. In this position he will be in charge of the physical production of Computerworld, working with the News Director, Features Director, Design Editor, and Chief Copy Editor to produce the very best possible weekly newspaper in the most efficient and graceful way possible. He will report to the Editor-in-Chief. Donovan has been on the Computerworld staff since 1979, and has held a number of production-related positions during the intervening years -- most notably Chief Copy Editor, Special Reports Editor, and Assistant Managing Editor. He excels in his grasp of process and detail, and in his ability to preside over the production of Computerworld.

Micro Marketworld is pleased to announce the promotion of **MARY CHAVES** to Assistant Editor/ Products within its Editorial Department. Her new responsibilities will be twofold -- copy editing/proofreading and selecting/writing/editing information for MMW's product sections. In addition, Mary will continue to serve as the staff's "resident micro guru," staying up to date on the hands-on aspects of micro use. Mary joined CW Communications in July, 1983, and most recently served as Sales Promotion Coordinator. Her prior positions also include Assistant to National Sales Manager and Administrative Sales Assistant. Congratulations, Mary!

New Employees

IDC announces the addition of **LINDA SHEA** as Secretary to the Corporate Services Department. Linda joined IDC on September 9th, and replaces **JANET BIRD**, who has now transferred to the Sales Department. Linda comes to IDC from MacNeill Engineering Company, Inc. in Marlboro, Massachusetts, where she was responsible for the support of a heavy management staff, as well as other secretarial and word processing functions. She will be responsible for purchase orders, conference room bookings, telexes, attendance records, job postings, and other various functions, reporting to **LUCY SHEEHAN**. She will also be assisting **ANN CLARK** in updating the client list and sales call report system. Please join us in welcoming Linda and wishing her the best of luck in her new position.

It is with great pleasure that IDG announces the addition of **MARSHA LINDSEY** to the Credit and Collection Department. Marsha joined IDG on September 3rd, and she comes to us from The Micro Group, Inc. in Medway, Massachusetts, where she was in the Credit and Collections Department. Marsha's interests include attending Boston College football games with her boyfriend, participating in aerobics, being a beach bum during the spring and summer, and most of all relaxing at home with her family and friends. Marsha is planning to attend college at night to further her knowledge in the accounting field. Please join us in welcoming Marsha and wishing her the best of luck.

ARLINE CLEMENTS has returned to IDC, assuming her previous position as Operations Manager and Assistant to **MARINA YOUNG** at IDC's Washington office. Arline left IDC in 1984 (after three years) to have a baby, and she decided that a year outside of work was enough. Arline has only been a phone call away, so she has no problem assuming her old duties . . . "it was as if I went on a two-week vacation." We are happy to welcome Arline back.

Anniversaries

One-Year Anniversary

Mary Moran, CWCI
Brenda Wallace, IDC

Two-Year Anniversaries

Karen Dowell, PCW
Liz Johnson-Morris, CWCI
Christine White, PCW

Three-Year Anniversary

Noreen Browning, PCW
Ann Marie Cuccaro, IDG
Honey Germagian, IDC

Five-Year Anniversaries

Jack Hart, IDC
Steven Woit, IDG

Classified

SENIOR EDITOR/COMPUTER INDUSTRY

The Editorial Department of CW Communications, Inc. is looking for a Senior Editor/Computer Industry, reporting to the News Director. You will be responsible for editorial content of the Computerworld Computer Industry section, and for generating news and analysis on the industry for the general news pages. Duties and responsibilities include: generating lead stories, columns and other editorial elements for the section; working with staff and free-lance contributors; working with backup writer assigned to the section; discussing story ideas and reviewing articles; editing or coordinating editing of all material appearing in the technical section; approving section page proofs and headlines; and monitoring trends and generating stories in area of expertise for news sections. At least five years of journalism experience, preferably with emphasis on business and technology, and demonstrated writing ability. Demonstrated knowledge of industry, and ability to analyze corporate financial data. Ability to interface with industry figures, supervise writers, and work with copy desk and editorial management. University education desired with a concentration in journalism, technical journalism, or computer science. Contact the News Director, Editorial Department, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700.

IDC PUBLICATIONS DEPARTMENT OPENINGS

INBOUND TELEMARKETER

IDC is seeking a bright, cheerful person who has innate marketing skills. This person will take orders and also discern other products appropriate to the caller, and generate a high level of interest in buying additional products. This position requires good telephone manners and accurate typing of 40 wpm. It involves generating invoices, packing slips, etc., and generally helping out. You will be sent to a training class. This position could lead to more responsibility and there is a chance to learn the innards of publishing and circulation as well as marketing. Pay is based on a 37.5-hour week, but 9-3 hours are also possible. To apply, call or drop a note to Molly Upton at 617-872-8200, x256

MANAGING EDITOR

Computerworld Focus has an opening in their Editorial Department for a Managing Editor. In this position you will be required to: rewrite contributed articles as necessary to maintain uniform levels of readability and Focus style; maintain author schedules and check with authors if discrepancies arise; coordinate scheduling and keep other staff members informed; coordinate production process; participate in design process and plan art for issue; lay out each issue; cut stories as necessary; read galleys and proofs; sign off pages before shipment; travel to three to four conferences yearly to make author contacts for contributed articles as backup to Editorial Director; and write Focus publications stylebook. To apply please send resume to Ann Dooley, Editorial Director, Computerworld Focus, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701.

COPYWRITER

CWCI has a position open for a Copywriter, reporting to the Sales Promotion Director in the Marketing Services/Sales Promotion Department. The Copywriter is responsible for the creation of ads and promotion materials and related written material for clients such as Computerworld. Duties and responsibilities include: preparing advertising copy for ads and brochures; preparing newsletters, press releases, speeches and other written material; assisting others in writing copy for ads or other material as requested; reviewing and proofreading copy as assigned; assisting in the preparation of presentations or other materials required to sell space; creating new ideas and generating themes and/or looks for ads and collateral materials; development of creative strategies; and execution with art director and account managers. Other duties as assigned. Experience: 2-5 years of copywriting experience in advertising, collateral materials, and public relations. Emphasis on collateral materials. Education: college degree or equivalent. Contact the Sales Promotion Director, Marketing Services/Sales Promotion Department, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700.

OARS ASSOCIATE EDITOR

The Office Automation Reporting Service newsletter needs a talented writer with insight into the OA industry (or the ability to learn quickly). This position requires the ability to analyze and synthesize vendor verbiage into an understandable larger picture. Responsibilities include writing the special in-depth reports and, most or some times, all of the monthly newsletter. Please send a one or two page writing sample on one of the following topics: (1) Why data processing is a subset of the OA industry, (2) What are the two principal battlegrounds on which the minimakers are waging battle in the OA arena? -- or something else that is relevant. Please send to Molly Upton, IDC, 5 Speen Street, Framingham, MA 01701.

ACCOUNT COORDINATOR - DIRECT MARKETING

The CW Communications in-house direct marketing agency is looking for an Account Coordinator, someone with magazine circulation promotion experience who can manage direct marketing campaigns and promotion activities (including both mail and advertising) from start to finish. To qualify you should have three to five years of experience in direct marketing or circulation promotion, and an excellent ability to work well with a variety of clients. To apply send your resume or detailed letter, including salary requirements, to Gail Odeneal, Director of Direct Marketing Services, CW Communications, Box 880, Framingham, MA 01701. No phone calls, please.

FOR SALE

NEC Beta Hi-Fi Stereo VCR. State-of-the-art equipment. Less than nine months old. Warranty cards still intact. Has every feature you can imagine. Moving to Europe. Listed at $1,200; will sell for $500. Call Bill Flynn at IDC, (617) 872-8200, x214. After September 26th call Kim Myhre at IDC, x325.

FOR SALE

Golden retriever pups, AKC, OFA, prof. bred, sired by Champion. Males and females. First shots. Ready to go mid-October. Call Sheryl Merchant at (617) 528-7923; or at CW International Marketing Services, (617) 879-0700, x317.

FOR SALE

IBM Writing Assistant -- easy to use word processing package. Never opened. Only $75.00. Please contact Pete Bartolik, CWCI, at (617) 879-0700, x514.

FREE PUPPIES!!

Available end of September. German shepherd/black Labrador. 4 black and tan. 8 black with white star on chest. Please contact Debbie Walsh, CW/Peterborough/Circulation, at 603-924-9471, x209.

MOTORCYCLE FOR SALE

1975 Yamaha 650B. 9,700 miles, 4-stroke, new tires, black and gold tank. Very good condition. Only $450 or best offer. Contact Vickie (Bagley) Harding at IDG, (617) 875-5000, x460.

IDG UPDATE

EDITOR
Mary Dolaher
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Bonny Gibson
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ____________
____

ADDRESS: ______________________
____

YOUR NAME: ____________________

PHONE #: ______________________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________________
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SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to have appear in the IDG Update.

What's New . . . What's New . . . What's New

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 41 October 14, 1985

China Computerworld Monthly Launched

DIANA LA MURAGLIA, General Manager of CWCI's International Marketing Services, announced the launch of China Computerworld Monthly. The first issue was published in September, and sported 52 pages in magazine format. Due to be published on the 15th of each month, China Computerworld Monthly will appear as a sister publication to China Computerworld, with a circulation of 50,000.

计算机世界
CHINA COMPUTERWORLD
18
计算机世界
CHINA COMPUTERWORLD
月刊
monthly
电脑科技新贡献！
TQ0520C
汉字微型计算机系统
SCF

The editorial content of the new magazine provides an in-depth look at the Chinese and international computer markets, new products, new technologies and new software. "There will also be articles on new applications and a guide for the use and purchasing of computers," said Diana.

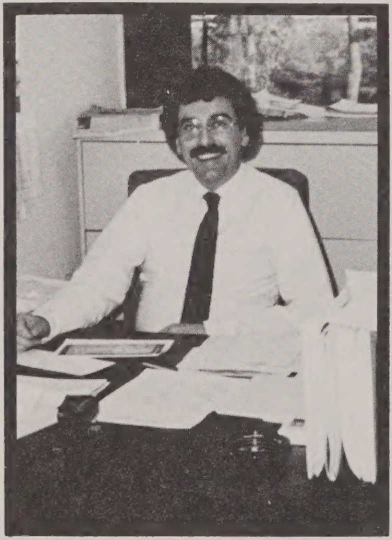
Congratulations to the hardworking CW/China team, and best of success for this new sister publication.

IDC Europa Splits

In order to reflect the increasing need for central European research support, the IDC Europa Division was split into two distinct operating units this past July. IDC U.K. will operate as a country office similar to all of the other international subsidiaries, while IDC Europe will be the European research, client service, consulting, and marketing center to support each of the country operations, and to be a focal point for European-wide negotiations drawing on all resources throughout the organization.

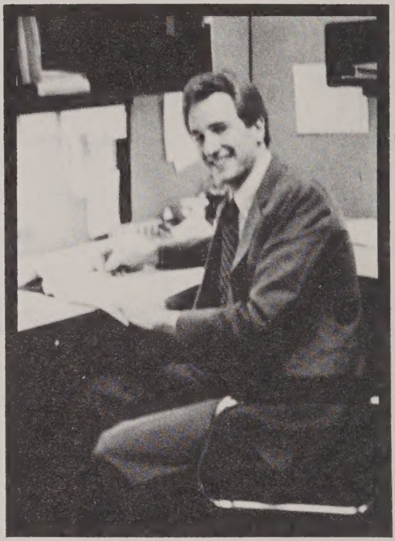
IDG's Credit Department

FRANK SMITH, Corporate Credit Manager, joined IDG in December of 1981 as Assistant Credit Manager, and in July, 1984 he was promoted to his present position. Frank is responsible for the design, development, implementation, and administration of the majority of IDG's credit and collection policies and procedures, as well as coordinating the paper and information flow within the department. In his spare time Frank enjoys horseback riding, bicycling, and fishing.

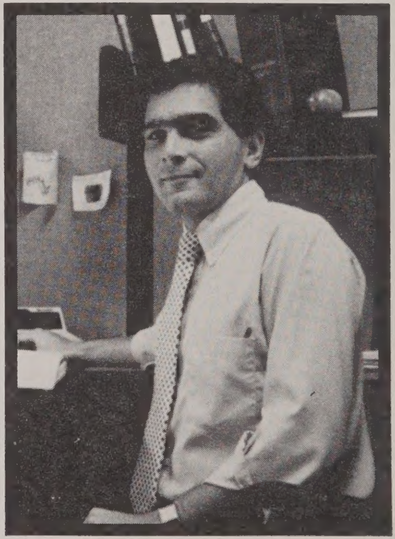


Frank Smith

PHILIP RENTZ joined IDG in September, 1984 as Credit Analyst for Computerworld, and is currently doing the credit work for CWC/Peterborough and the CWCI Conference Management Group. At the moment Philip and his wife, Cathy, are busy working on their new home. When time allows he enjoys sailing, bicycling, and photography.



Philip Rentz



Don Hovagimian

DON HOVAGIMIAN joined the IDG Credit Department in March, 1985. He is the Credit Analyst for Macworld, On Communications, and list rental accounts. A Worcester resident, he received a B.S. in Economics from Worcester State College in 1983. In his spare time he enjoys the outdoors, golfing, and going to the beach. He claims his goal in life is to be able to never have to set another alarm clock.

SARAH FREIDAH, Credit Analyst, is responsible for collection of A/R and implementation of credit policies for both InfoWorld and Micro MarketWorld. Her spare time is spent training her young horse, gardening, and decorating the house she and her husband, Jim, bought in June. Most recently she and Jim have been working like pioneers at tree clearing to make room for a barn and pasture on their property.

Sarah Freidah

GAYLE GONTHIER joined IDG in February of 1984 as Credit Analyst for PC World magazine. In her position Gayle directly interfaces with clients, sales, and production on credit issues. Prior to IDG Gayle worked at a mid-size firm on the Route 128 belt which specialized in selling non-existent software. Gayle studied early childhood education at Framingham State College, and finance at Northeastern University. In her spare time she enjoys making craft items for gifts and charity affairs.

Gayle Gonthier

NANCI GRINDLINGER has been with the Credit Department since January, 1984. She serves as Credit Analyst for Computerworld, and in this position she performs collections, account reconciliation, and credit evaluation. In her spare time Nanci enjoys being with her five-year-old daughter, Briana, golf, and collecting cobalt blue glass.

Nanci Grindlinger

Administrative Assistant in IDG's Credit Department is **SANDRA MUNN.** Her duties include performing a credit check on all new credit applications, maintaining and updating current credit files and agency cross files, and assisting IDG's Credit Analysts. In her spare time Sandra enjoys traveling, music, spending money, and going out with her friends.

Sandra Munn

MARSHA LINDSEY joined the Credit Department four weeks ago as Credit Analyst for Computerworld. She came to IDG from a stainless steel fabricating company, where she handled their credit function. In her spare time during the spring and summer she claims to be a beach bum. She also enjoys going to Boston College football games with her boyfriend.

Marsha Lindsey

More News...

IDC & Yates Consolidate

Yates Ventures in Palo Alto, California and International Data Corporation's Research west coast operations (formerly in Santa Clara, California) have recently been consolidated in Palo Alto to form IDC/Yates, which will include the Yates Ventures Continuous Services as well as the IDC west coast research and client inquiry facilities.

This new unit will operate as a division of IDC (similar to IDC Washington) and will provide a strong, streamlined operation to build on the products and laboratory facilities already in existence, while concentrating on the UNIX and Software Evaluation business at present. The operations of IDC/Yates will be expanded in conjunction with the charter currently being formulated, serving as a west coast library and inquiry facility for all the west coast clients.

New Employees

CW Communications extends a warm welcome to **KAREN MURRAY**, who joined the Computerworld Natick Sales Office as their Sales Assistant. In this capacity she supports four Sales Representatives and the Regional Manager, performing secretarial duties, being in contact with clients, and arranging for the distribution of media kits. Karen is a

1985 graduate of Central Connecticut State University with a Major in Communications and a Minor in Writing. While in college she held a part-time job doing temporary office work. Karen was married on September 21st to Mark Dumand in Waltham, Massachusetts. The couple then spent a week honeymooning in Bermuda. Congratulations and best wishes to you in your new life and new employment!

Welcome to **PATTY FORREST,** who recently joined IDG's Personnel Department as the Benefits Coordinator/Personnel Assistant. Patty formerly worked for Northeastern University as a Program Secretary. She lives in Marlboro, Massachusetts, and enjoys aerobics, going to the beach, skiing, and simply going on vacation. Welcome aboard, Patty, and best of success in your new position.

Anniversaries

One-Year Anniversaries

Michael Colligan, WGE
John Coster, WGE
Cynthia Eldridge, WGE
David Leifer, WGE
John Pirkey, WGE
Michael Rosa, WGE
Holly Vance, WGE

Two-Year Anniversary

Tammy Aulenback, IDC

Four-Year Anniversaries

Maureen Diodati, CWCI
Ellen Markoff, IFW

Six-Year Anniversary

Lloyd Cohen, IDC

Fitness Focus

The News About Booze

Alcohol abuse is now considered one of the U.S.'s most serious social and health problems. The total cost to the nation is estimated at nearly $120 billion a year in health care expenses, lost production, accidents, and crime. The human loss to individuals, families, and communities is immeasurable. Here are some of the latest facts about alcohol in American society:

* About 10% of drinkers consume 50% of the alcohol used in the U.S.

* Drunk driving is involved in 50% of fatal car accidents, resulting in 25,000 lost lives and 650,000 injuries every year.

* Over 12% of all the U.S. national health costs are directly attributable to alcohol related problems.

* The divorce rate is seven times higher among alcoholics in the U.S.

Classified

PRODUCTION MANAGER

Coordinate daily production schedule to ensure that InfoWorld is produced on time and to acceptable standards of quality. Serve as liaison between the Production, Editorial, and Advertising Departments. Contribute ideas to enhance the productivity and profitability of InfoWorld. Coordinate daily production. Directly supervise paste-up and ad production areas in the department to assure they are working in conjunction with each other and related InfoWorld departments. Define tasks and set performance and quality standards of department. Responsibility for hiring, firing, performance evaluations, promotions, raises, bonuses, and special needs of individual department members. Train new employees. Prepare weekly advertising/editorial dummy and color impositions. Travel for press checks. Experience should include a minimum of five years of experience in printing/publishing industries, and a similar amount of time in management and supervision. Must be familiar with typography, paste-up, process camerawork, sheetfed and web printing, pre-press operations, binding, distribution, and print buying. Education should include formal training in publishing, printing, and graphic arts. Beneficial education: advertising/journalism. Contact InfoWorld at 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, (415) 328-4602.

AD PRODUCTION COORDINATOR

This position interacts with the Advertising Department, advertising clients, and agencies to ensure that display advertising, classified, special sections related to advertising, and ad services portions of InfoWorld are properly produced. Responsibilities: checks all advertising materials to guarantee that they will reproduce properly; positions advertising within book, according to pre-determined dummy, and calls out instructions to printer regarding advertising content; specs any pubset ads; performs camera work; maintains running list of ad production charges which are passed on to advertisers; fields questions posed by advertisers or printers regarding InfoWorld mechanical specifications. Experience should include paste-up skills, basic type specing, stat camera operation, and knowledge of web offset printing. Type 40 wpm, accurately. Prior experience with disk, tape, or magnetic tape typesetting systems desirable. Education background in production/graphic arts preferred. Prefer copy-fitting/type specing, typesetting/editorial terminology and basic production artist skills. Contact InfoWorld at 1060 Marsh Road, Suite C-200, Menlo park, CA 94025, (415) 328-4602.

SECRETARY

The CW Communications Conference Management Group is looking for a Secretary to be responsible for typing correspondence, dictaphone, mailings, facsimile and electronic mail, answering phones (screening calls), supervision of part-time and temporary personnel, maintaining department files and sick and vacation time, tracking accounts payable, ordering supplies, and maintaining warehouse inventory. Knowledge of office equipment including Atex and Rolm helpful, but will train. Pleasant telephone manner. To apply contact Nancy Thayer, Marketing Services Manager, CW Conference Management Group, Box 880, Framingham, MA 01701. Please send resume and salary requirements. This position is contract labor until January 1, 1986. Hours are 9:00 a.m. to 5:30 p.m.

MARKETING ASSISTANT

This position reports to the General Manager of CW Communications International Marketing Services. The qualified applicant would be responsible for sending all requested information to potential clients, updating mailing lists on a regular basis, coordinating mailings for each publication, arranging special project mailings, telephoning potential clients on a monthly basis, regular telephone sales calls to potential advertisers, mailing weekly pouch to Australia, tabulating coupons generated from advertisements, quoting advertising rates to clients and maintaining files on advertising campaigns, and assisting the department staff with flow of information. Interested applicants should contact CW Communications, Inc., International Marketing Services Department, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700.

CLASSIFIED ADVERTISING MANAGER

InfoWorld is seeking an experienced Manager to take charge of its Classified Advertising Department. InfoWorld now offers display as well as recruitment advertising in its classified section. Another new feature is the InfoMart section, which provides four-color, one-sixteenth page units for small advertisers. Candidates should be well versed in the mechanics of telemarketing, have a knowledge of the marketplace for display and recruitment advertising, and possess the ability to hire and manage telephone personnel. Contact Jim Curtis at InfoWorld, (415) 328-4602, x259.

PASTE-UP ARTIST (EDITORIAL)

Responsible for the paste-up of the editorial content of InfoWorld, quickly and accurately, and with a strong sense of commitment to quality and deadlines. Paste-up of editorial material (galley and art) following guidelines and specifications established by the Layout and Design Editor. Provide specialized skills and services, such as inking, cutting overlays, limited illustration work, and process camera work. Provide design, camera work, and paste-up of company-related projects assigned by Production Manager, as well as special editions of InfoWorld. Back-up for the Paste-up Supervisor in the event the Supervisor is out of the office or on vacation. Experience should include previous magazine/newspaper paste-up experience. Skills: photo cropping, inking/ruling, mask cutting, type specing, process camera operation. Education should include background in graphic arts/paste-up. Part-time positions available: hours include Monday, 4 hours; Tuesday, 8 hours; and Wednesday, 8 hours. Contact InfoWorld at 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, (415) 328-4602.

ADMINISTRATIVE ASSISTANT

CW Communications, Inc. is now interviewing for the position of Administrative Assistant for the Circulation Department. As a member of this department, primary functions will be to develop spreadsheets, input data and generate reports by using a personal computer, provide secretarial support for three managers, and assist department personnel as necessary. The successful candidate must have the ability to work comfortably with computers and their peripherals on a day-to-day basis, and possess strong typing and communication skills. This position requires self-motivation, the ability to take the initiative and make decisions quickly, being capable of working without supervision, extreme maturity, and an air of professionalism. If you feel you have the suitable qualifications for this position, please submit your resume with salary requirements to Maureen Burke, Corporate Fulfillment Director/Circulation, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701. No phone calls, please.

ADMINISTRATIVE ASSISTANT

International Data Group is seeking an efficient, intelligent, and hard working administrator-secretary to assist the executive assistant/department manager performing varied tasks in a fast-paced environment. This position requires flexibility, independence, attention to detail, and a high motivation level. Duties will include typing (55 wpm), heavy transcription, filing, photocopying, electronic mail operations, telephone coverage, and other duties as assigned. The ideal candidate will have at least two years office experience, be well organized, detail-oriented, and possess good writing skills for the company newsletter. Knowledge of Wang word processing system a plus. To apply, send your resume and salary requirements to Mary Dolaher, Executive Assistant to the Chairman, International Data Group, P.O. Box 1450, Framingham, MA 01701. (617) 875-5000, x440.

PART-TIME/CLERICAL

CWCI's Market Research Department seeks part-time clerical help, approximately 15 hours per week, to be arranged around the applicant's schedule. The job entails coding questionnaires, some typing and filing, data entry, and answering phones. Please contact Nancy Percival at CW Communications, Inc., (617) 879-0700, x540.

HOME FOR SALE

Mint condition! Nicely landscaped three-bedroom split in Milford, close to major routes. Finished family room with fireplace, eat-in kitchen, dining room, living room, 1-1/2 baths, workroom/laundry room, central air conditioning. Tastefully decorated throughout. Family neighborhood. $140,000. Call (617) 473-8564 after 7:00 p.m.

IDG UPDATE

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ASSISTANT EDITORS
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Bonny Gibson
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John Rudsit
Rick Buroni
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CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Vickie Harding, Assistant Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

Your Name: ____________________

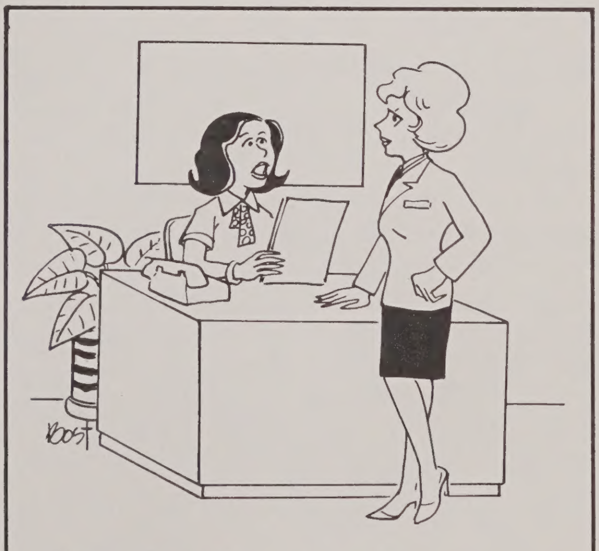
Company: ____________________

Telephone: ____________________

Text: ____________________

ATTENTION INTERNATIONAL OFFICES

If you would like to see your employees listed under the "Anniversaries" section of the IDG Update, simply submit a list each month of those celebrating an anniversary, along with the number of years they have been with the company to the attention of Vickie Harding, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, U.S.A.



"NEXT TIME WE'LL PUT OUT A QUESTIONNAIRE TO SEE WHY PEOPLE DON'T RETURN QUESTIONNAIRES!"

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ADDRESS: ______________

YOUR NAME: ______________

PHONE #: ______________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________

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Volume 15, Number 42 October 21, 1985

Computerworld Schweiz Debuts

Congratulations to the Computerworld team in the newly-formed CW Publikationen AG in Switzerland. The first issue of Computerworld Schweiz was launched in early September, with exceptionally high editorial quality as well as a high number of advertising pages.

In fact, the success of the premiere issue of Computerworld Schweiz took the CW team by surprise; they had originally planned for 16 advertising pages, but ended up with a welcome 44 pages. No doubt this grand success is due to the credibility of CW Communications and especially to the reputation of the German Computerwoche in Switzerland.

Regular publication will begin on a weekly basis, starting November 18th, by CW Publikationen AG in Zurich, Switzerland. **GEBHARD OSTERWALDER** serves as General Manager of CW/Switzerland.

DIE WOCHENZEITUNG FÜR INFORMATIK

COMPUTERWORLD SCHWEIZ

Zeitung für EDV-Profis gestartet

Software ist eine Messe wert

Verzichtet IBM auf GEM?

Südafrika: Furcht vor Restriktionen

52 700 Mikrocomputer in Schweizer Büros

DIESE WOCHE

PC World Makes Record Issue

PC World magazine has announced the release of its record-shattering November issue. Carrying over 280 pages of advertising, this issue is the largest in ad pages and revenue in the history of PC World. The old record of 275 pages in the December, 1983 issue was broken when Xanaro Corporation booked its 16-page demo-disk insert of ABILITY.

Continued on Page 5

Spotlight

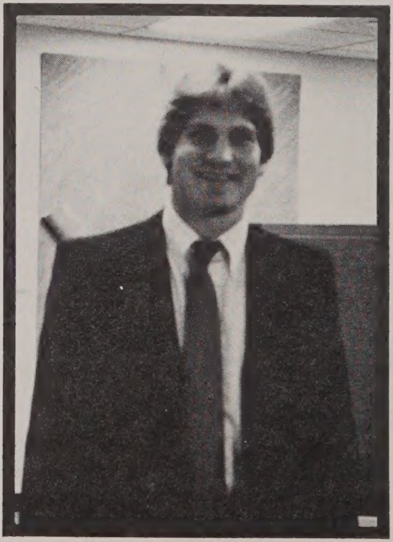
CWCI's MIS Department

JEFF CORDEIRO, the Corporate Director of MIS, has worked at CWCI since April, 1984. His responsibilities include managing the Telecommunications, Production Systems and Information Systems areas for CWCI, as well as controlling the International Financial Reporting and Communication Technologies. Jeff received his B.S. in Business Administration and Computer Science from Southern Massachusetts University, and his M.B.A. in Information Systems and Finance from Babson College. When not working, Jeff enjoys traveling to tropical areas, driving sports cars, and skiing.

T Quinton **Jeff Cordeiro**

One of the most recent additions to CWCI is the MIS/International Department Assistant, **T BERNADETTE QUINTON.** Primarily, T supports the Corporate MIS Director and the MIS Staff. She assists in running the international end-of-month reports, monitors budget expenditures, and is responsible for the general administration of the department. T and her fiance, Ian, enjoy motorcycle riding and cross-country skiing, and are currently planning their wedding and preparing for the new house they are having built in Mendon.

The Personal Computer Manager for CWCI is **SCOTT BAUM.** Scott is primarily responsible for managing the use of personal computers throughout the company. This position also entails installation of all personal computer hardware and software, programming, subsequent user support, evaluation and recommendation of possible software and hardware acquisitions, and sole responsibility for the OnTyme Electronic Mail System at CWCI. When not working, Scott enjoys tennis, skiing (both water and downhill), and boating.



Scott Baum

As Corporate Telecommunications Manager, **JANE CREIGHTON** has responsibility for all CWCI/IDG digital voice systems nationally. In her involvement Jane researches, presents, and justifies the voice communications budgets for CWCI operations nationwide, as well as monitor expenditures with regard to these budgets. The majority of her time is spent "finding a way to get around" after the divestiture nonsense -- with reasonable success.

Jane Creighton

Olga Greenwood

OLGA GREENWOOD is Assistant to the Corporate Telecommunications Manager. The main responsibility of this position is to make sure all communications systems are up and running on a daily basis. Before joining CWCI Olga was a substitute teacher for the Framingham School Department, covering all subjects. Some of her hobbies include aerobic dancing, macrame, bingo, and lately, riding mechanical bulls.

The Atex Operations Manager is **JEFF PENNETT.** He is responsible for the upkeep and maintenance of the entire Atex System and its peripheral equipment. Jeff came to CWCI as a Computer Operator back in 1981. He began taking over maintenance of terminals and printers, and gradually worked into maintaining the entire system. Now his responsibilities range from upkeep of Atex at both CWCI and IDG to helping maintain PCs, communications equipment, and Corvus networks. Jeff supervises the efforts of the Atex Computer Technician, Computer Operator, and Billing Operator. In his spare time he enjoys four wheeling, skiing, softball, and cruising on his motorcycle.

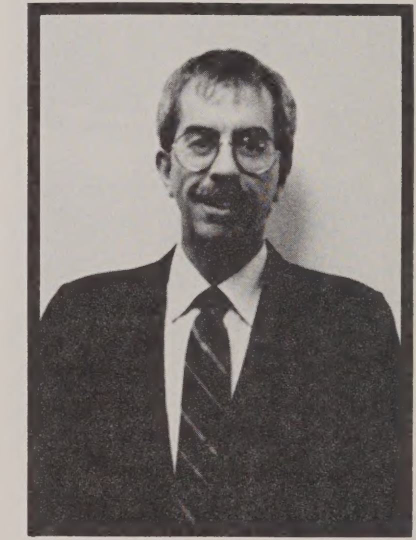
Rick LePage
Vinnie Napoli
Leslie Miller
Frank Wielki
Jeff Pennett

As the Atex Applications Manager, **RICK LEPAGE** aids the Atex editorial systems users in the areas of special projects, day-to-day operations, training, and support. Rick also works with the Atex software to perform system enhancements. Rick and his wife, Lee, have just become the proud parents of a baby boy, Devon, born on September 3, 1985. Congratulations to you all!

VINNIE NAPOLI is CWCI's Atex Computer Operator. In this position Vinnie is solely responsible for maintaining the environment within the computer room to ensure proper functioning of Atex hardware between 5:00 and 9:00 p.m. He also runs nightly programs and database maintenance as needed, and is responsible for archiving editorial material. Vinnie attended Central New England College for Computer Operations, and he enjoys programming on home computers.

FRANK WIELKI is the Atex Computer Technician. Frank supports the Operations Manager in coordinating all logistics for setup and installation of equipment throughout CW and IDG. He is also responsible for the general upkeep and technical maintenance of this equipment once it is installed. Frank's interests include windsurfing, flying, and tailgate parties at the Patriot games, as well as the football games themselves.

CWCI's MIS Atex Application Assistant is **LESLIE MILLER,** who started at CW Communications in February, 1984 as a Billing Operator. Leslie is currently working on graphic projects and writing special advertising reports as needed. She is available to troubleshoot problems which may arise during the course of the day, and she also works with Atex support personnel to find solutions to problems that are beyond current training. Born and raised in New Orleans, Leslie and Berkley, a Software Engineer at Bytex Corporation, moved to Massachusetts in December, 1983, married in February, 1985, and are currently living in Marlboro with their cat, BJ. Leslie's interests include music, art, photography, and the Boston Celtics.



Frank Collins

FRANK COLLINS started with Computerworld in November, 1974 as a Data Entry Clerk in the Circulation Department. After a couple of years he moved into Classified Advertising, handling the buy-sell-swap section. From there, Frank tried his hand at space sales in CW's northern territory before taking over the position of Display Advertising Manager in 1978. He set about restructuring the internal advertising operation, and in 1982 he was promoted to Corporate Advertising Administrator and began expanding his experience to

CWCI's other domestic publications. Frank chaired the Publications Operations Committee (POC) at CW for a few years, overseeing the creation of a pamphlet and video on the publishing process of CW. He joined the MIS Department in July, and will be assisting in the selection and implementation of an advertising billing/AR system to encompass CWCI's domestic publications. In his spare time Frank enjoys listening to music, painting, traveling, and the company of family and friends.

DONNA DOODY is CWCI's Atex Billing Operator. In this position she is responsible for the running of the weekly and end-of-month billing cycles and the running of daily advertising reports. She also provides system coverage during the morning hours prior to the official start of the work day by ensuring that all Atex systems are functioning. This is a part-time position, which enables Donna to spend her afternoons with her son, Christopher. She and her husband, Stephen, are expecting their second child in April. In her spare time Donna enjoys volleyball, tennis, canoeing, camping, and gymnastics.

More News...

PC World

From Page 1

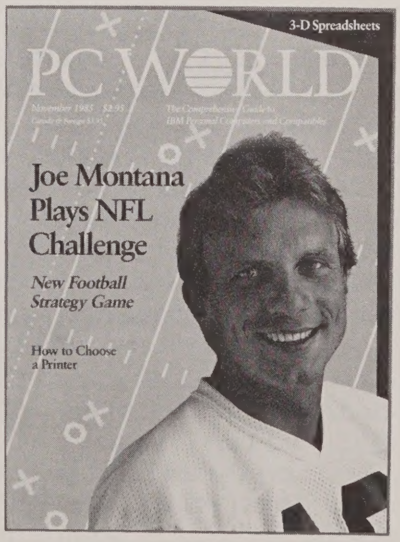
"PC World's November issue proves the personal computer industry is turning around," comments **DAVID BUNNELL,** Chairman of the Board of PC World Communications, Inc.

"Considering the current trends in the industry, PC World's direction is indicative of the belief that machine-specific magazines are the best bet for precious advertising dollars," says **JIM MARTIN,** the Associate Publisher/Director of Marketing and Advertising Sales for PC World.

"The disk insert forcefully demonstrates that PC World is the leading IBM personal computing publication," Jim continues. "Xanaro's huge investment stands as a monument to its belief that PC World and its over 300,000 paid readers are worth every dollar spent on this blockbuster event."

The added bonus of this spectacular issue is the double demo-disk insert. Nearly 600,000 floppy disks have been produced for inclusion in the subscriber copies -- turning the November issue into a publishing landmark. The 16-page insert will appear in both the newsstand and subscription copies, with a mail-in coupon taking the place of the double disk package in the newsstand and computer store copies.

Congratulations to PC World!



People

Congratulations to **AXEL LEBLOIS**, Vice President/ Southern Europe at CW/France, and his wife, Christine, on the birth of their son. Baby Armand was born on Saturday, September 28th. Mother, father, and son are doing fine. Best wishes to all three!

BRUCE HOARD, Editor of On Communications, published by CW Communications in Framingham, will provide the opening statements at the New England Council Telecommunications Conference held at the Sheraton-Rolling Green Inn in Andover, Massachusetts. This 2nd Annual Telecommunications Conference will be held Friday, October 18th, and will discuss what New England businesses can expect from suppliers as the telecommunications and computer industries merge toward the future. It will also discuss steps toward deregulation, and innovative approaches at the state level. Congratulations to Bruce on this achievement!

Transfers

MIKE CASACELI, formerly of IDG's Credit Department, has transferred to IDC's Leasing Planning Service. Mike was formerly responsible for monitoring the credit practices and collection of open receivables for IDC and Yates Ventures. He now supports the LPS Account Manager in handling client inquiries, and assisting in the writing and methodology of the quarterly residual value memo. He maintains a constant vigilance of the used computer market so as to assess product announcements, and he analyzes industry rumors and forecasts marketing/pricing strategies. Mike is a graduate of the University of Lowell in Massachusetts with a B.S. in Business Administration. Best of luck in your new position, Mike.

Anniversaries

One-Year Anniversaries

Don Bellomy, IDC
Sharon Brown, CWCI
Robert Carriger, YVI
A.W. Farra, PCW
George Griffin, CWCI
Mindy Roland, PCW

Two-Year Anniversaries

Mary Burke, CWCI
George DeSalvo, IDC
Diedre Depke, CWCI
Jayne Donovan-Staley, CWCI
Katharine Schlee, PCW

Three-Year Anniversaries

Sandra Brown, IDC
Kimberely Lindeman, CWCI
Lynn Stevens, IFW

Six-Year Anniversary

David Moschella, IDC

Seven-Year Anniversary

Jane Desberg, CWCI

Ten-Year Anniversary

Garry Vantine, IDC

IDG

Consider This

Have a Safe Halloween

Here are some tips for parents from Easter Seals and the National Safety Council to help children enjoy a safe, happy Halloween:

- Design a child's costume so children can walk easily without tripping or entangling feet.

- Use light colors so children show up at night, or use reflective tape on costumes.

- Buy flame retardant costumes, or make them from flame retardant material.

- Use face makeup rather than masks so children can see easily.

- Have children carry white shopping bags, or use a reflective tape design on bag.

- Carrying flashlights will help children see better and be seen more clearly.

- Before your children leave, discuss the following with them: What route do they plan to follow? What time will they return? If children are young, who will supervise them? If children are older, with what companions are they going?

- Children should stop only at houses or apartment buildings which are well lighted.

- Have them go only into familiar neighborhoods.

- Have children save their candy until they get home so it can be checked before eating.

- Parents should examine all candy.

- Discard unwrapped or loosely wrapped items.

- Wash fruit and slice it into small pieces, checking for inedible additions.

Etcetera

Congratulations to the 1985 IDG Photo Contest winners! Though we didn't get as many entries as last year, we did receive some beautiful photographs and the decision, as always, was tough. Here are the winners!

BEST OF SHOW:	Bruce Hoard, On Communications Photo of Japanese children
SECOND PLACE:	Charles P. Ladouceur, CWCI Design Autumn Leaf
THIRD PLACE:	Peter Hislip, CW Australia Portrait of a Woman
OTHER WINNERS:	Doane Perry, IDC Curt Perry at One Week
	Philip Rentz, IDG Playful Statue
	Fausto D'Amelio, CWCI Ducks on a Pond
	Kelly Shea, CWCI Copydesk Canal in Europe
	Chris McGrath, CWCI Back to the Future
	June Fettig, CWCI San Simeon
	Jeff Melnick, CW Atlanta Portrait of Old Woman with Umbrella
	Tom Monahan, CWCI Design Parking Ticket
	Sandra Bandier, CWC/Peterborough Nature's Rosy Interim

The winning photographs will appear as part of a 1986 calendar which will be distributed in an upcoming issue of the IDG Update. A special thanks goes to the judges KRISTIE VAN VALKINBURGH, MARJORIE MAGOWAN, and GLENN RIFKIN. And thanks to CHERYL TYNAN for coordinating the entries. Good work and start shooting for next year!

Classified

ASSOCIATE EDITOR

Computerworld is looking for an Associate Editor to report to the Features Director. The qualified applicant will be responsible for coordinating the production of Product Spotlight features, both text and charts, appearing every third week. You will work with the Features Director, staff, and freelance writers to coordinate preparation of copy and accompanying product tables; research specific product subject area and design survey questionnaire; compile complete vendor list; supervise mailing and tabulation of questionnaires; contact and interview vendors as needed to supply missing vendor and product data; write four to eight Product Spotlight features annually; work with Assistant Design Editor to set up product tables; edit and proofread product tables; attend trade shows as needed to gather research material; research, edit, and/or write for other feature sections as time permits. At least two years of research, writing, and editing in the computer industry is required, with proven ability to comprehend and organize complex information quickly and accurately, and demonstrated interest in and enthusiasm for computer technology. Contact Cheryl Tynan, CW Editorial, CW Communications, Inc., 375 Cochituate Road, Box 880, Framingham, MA 01701, (617) 879-0700.

DIRECT MARKETING ASSISTANT

CW Communications, Inc. needs an efficient Direct Marketing Assistant to coordinate various list rental activities. Responsibilities will include: daily order processing, monthly invoicing, monthly reports, and continuous phone contact with clients and list brokers. You should be detail-oriented, work well under pressure in a fast-paced environment, and possess some word processing skills. To apply send your resume to Janet Reilly, Direct Marketing Department, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701.

PART-TIME ASSISTANT

CW Communications, Inc. needs someone to work part-time, flexible hours in its very busy Marketing Services Department. Some typing skills required, but no other experience necessary. Job will include typing of research reports on a word processing system, coding of questionnaires, and many other miscellaneous clerical duties. Hours are flexible and vary depending on workload, but will probably average about 15 hours a week. To apply please call or write Mary Ann McAuley, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x529.

FOR SALE

1982 Lincoln town car, light blue with dark blue interior. Loaded, mint condition, 36,000 miles. $9,995, or best offer. Contact Frank J. Smith, IDG, (617) 875-5000, x413.

WOOD STOVE FOR SALE

Russo wood stove with blower/fan attachment. Large capacity wood box with all-night burning capability. Currently have duct work for piping directly into fireplace. Best reasonable offer takes it. Call Bill Laberis at CWCI, (617) 879-0900, x595, days; or 429-5871, evenings.

IDG UPDATE

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INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 43 October 28, 1985

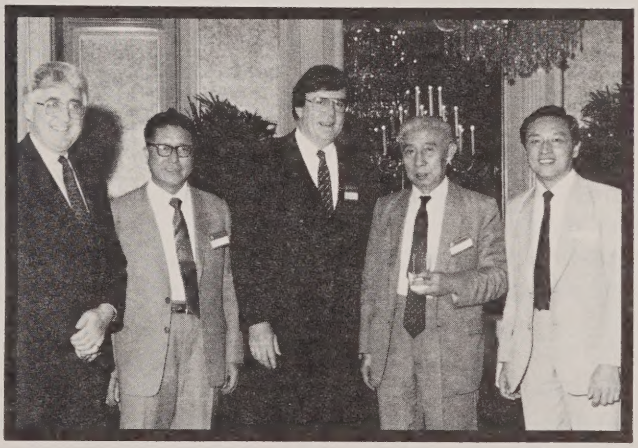
IDC Asia Sponsors Seminar

IDC Asia Limited sponsored a highly successful two-day seminar in Hong Kong, September 12-13, entitled "Penetrating China's Computer and Electronics Market."

The seminar was notable in having a higher level of participation by key officials from the People's Republic of China than in any previous event in the technology field. Among the speakers were: Mr. Li Deguang, General Manager of the China Electronic Import and Export Company; Mr. Zhou Muchang, Director of the Administration of the Computer Industry; Mr. Mi Guojun, General Manager of the China International Trust and Investment Company; and Mr. Wang Liaoping, Deputy Director of the Ministry of Foreign Trade.

The main seminar room at the Shangri La Hotel was filled to overflowing with leading computer industry, investment community, and government executives eager to learn the secrets of cracking the multi-billion-dollar computer and electronics market in China.

The timing of the meeting was ideal . . . China was just announcing the details of the new five-year plan which spotlighted the computer and electronics industry as one having the highest rate of planned growth during the next half-decade.



IDCers greet two of the distinguished speakers at the seminar. From left to right are: **LEN RUST**, Managing Director of IDC Australia Limited; Mr. Li Deguang, General Manager of the China Electronic Import and Export Company; Chairman **PAT MCGOVERN**; Mr. Mi Guojun, General Manager of the China International Trust Investment Company; and **SAIMAN HUI** of IDC Asia Ltd.

PAT MCGOVERN in his keynote address mentioned that the development of the computer industry in China has been truly remarkable. In 1980 there were

Continued on Page 4

Spotlight

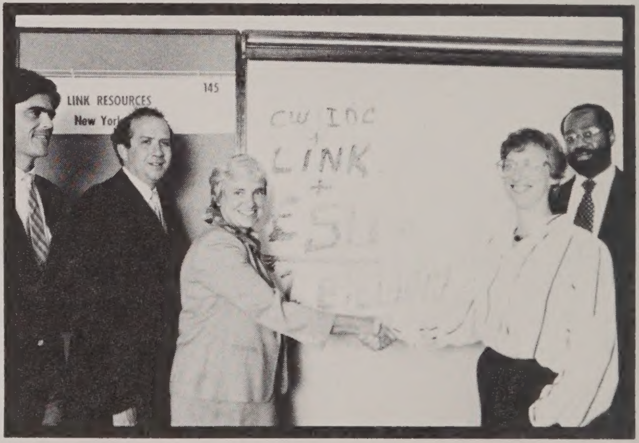
Meet the Staff of ESU

Electronic Services Unlimited joined the IDG family of companies this August as a subsidiary of LINK Resources. ESU is the leading research, consulting and training company in the field of telework or "telecommuting." It publishes its findings in periodic reports and assists companies in organizing and training employees to work from their homes or satellite offices. ESU's publications go to its clients as part of continuous information programs to which they subscribe. Most of the reports may be acquired on a single-purchase basis as well. This new IDC company also publishes the TeleCommuting Report, a monthly newsletter of trends and developments in "location-independent work."

The TC Report and ESU's other products and consulting and training services are of special interest to marketers of products and services for telecommuters. ESU's client list includes banks, insurance companies, communications companies, manufacturers of computers and telecommunications equipment, and retail organizations.

MARCIA KELLY, President of ESU, describes telecommuting as "the substitution of telecommunications for transportation." She estimates that today there are some 7.2 million jobs that could be done via telecommuting, and that by 1990 ten to fifteen million employees may actually be working at home or at alternative worksites at least two or three days a week. "In 15 or 20 years we'll look back on pictures of people on crowded highways and subways and say: 'Wasn't that a silly way to work? People thought they had to go through that every day before they even began their work day.' The tools are here for us to work from anywhere. Now we have to get over our old-fashioned habits of going to work, instead of bringing our work to wherever we happen to be."

In fact, all of ESU's staff members work from home most of the time, and when traveling they carry the four-pound Radio Shack Model 100 lap-size computer for note taking and telecommunications.



At the LINK/ESU closing (from left to right): **TIM MCNEILL**, IDG; **TED BLOOM**, IDG; **DIANE GAMBLE**, LINK; **MARCIA KELLY**, ESU; and **KEN WESLEY**, LINK.

MARCIA KELLEY is a Founder and President of ESU. She runs the company and handles most of the selling. A research veteran who has been associated with a number of companies in the field, including LINK and FIND/SVP, she has served as consultant to many U.S. companies, including McGraw-Hill. Marcia is a native of upstate New York, and she and her husband, Jack, make their home in Manhattan. During the past year Marcia has telecommuted from a verandah in Savannah, Georgia, a hotel room in San Francisco, and a rubber raft in Tuxedo Lake, New York.

THOMAS MILLER is the Director of Research. As an "information entrepreneur" he developed the feasibility study for establishing FIND/SVP, and was responsible for developing new products, including a data base of worldwide market research reports. Later he established and managed a publishing satellite office for Information Clearing House, Inc., where he had been Director of Information Products, and was the originator and Publisher of the annual Directory of Office Information Systems. His current duties overseeing ESU's Telecommuting Research Program draw upon his skills in project management, new product design, and data base systems and management. He telecommutes from Geneva, New York, where he enjoys long walks and fishing with his son and daughter, and is making no progress whatsoever on his tennis game.

Marketing Consultant and Director of Marketing Communications for ESU is **JULES SHAPIRO.** Jules develops and edits the TC Report, and creates direct mail, press releases, and brochures to support the company's marketing efforts. Jules is currently working with Link Resources on similar projects. Earlier, Jules held advertising management posts for direct response agencies and companies in the U.S. and Europe. Most recently he was Account Supervisor at Scali, McCabe, Sloves Direct, and Director of Book Clubs at McGraw-Hill. He now telecommutes from Great Neck, New York, where he lives with his wife, Golda, and plays as much tennis as time and elbow permit.

"Telecommuting from anywhere." ESU's **TOM MILLER** is on the phone with **CAROL D'AGOSTINO** while **JULES SHAPIRO** and **MARCIA KELLY** go over plans for 1986.

CAROL D'AGOSTINO is in charge of the support operations for ESU, where she maintains lists, does word processing, and generally assists other members of the staff in getting their jobs done. Although she is substantially homebound, her working schedule in her home office is hectic and highly productive. She assists in researching case studies, printing production, and proofreading, and writes articles for the TC Report. Carol, who has a daughter attending the University of Kentucky, telecommutes from Valley Stream, Long Island, New York, where she grows prize-winning flowers and vegetables and attends classes through a telephone-and-computer hookup to Queensboro Community College.

Carol D'Agostino

More News...

IDC Asia

From Page 1

260 computers made in China; in 1984 there were 66,000. By 1990 internal production should reach two million. Shipments of computer and electronics or related technology products to China was $1 billion in 1983 and should surpass $2.8 billion in 1985. Pat mentioned that China is on its way to becoming the third largest market for computer and electronic products by the end of the 1990's. Companies who establish subsidiary and joint venture relationships in the PRC today will be the major beneficiaries of this dramatic growth.

Congratulations to **SAIMAN HUI** and **PEIDI ZHENG** in developing IDC Asia Limited during the past three years as the most respected expert on the computer and electronics markets in China and the successful methods of doing business with the PRC.

CORPORATION A
Shangri-La hotel

SAIMAN HUI, Managing Director of IDC Asia Ltd., opens seminar while Chairman **PAT MCGOVERN** waits to give the keynote address.

People

OLGA GREENWOOD of CW Communications in Framingham, Massachusetts has arranged for 30-minute classes to be held each week for those people and company newcomers who are not yet familiar with full-capacity use of their telephone.

Classes will be held each Tuesday at IDG at 2:30 p.m., each Wednesday at IDC at 2:00 p.m., each Friday at CW Communications at 2:00 p.m., and each Wednesday at the CW Natick Sales Office at 3:00 p.m. If interested, please call Olga at (617) 879-0700, x516.

Promotions

CONGRATULATIONS TO **PATRICIA KEEFE**, who has been promoted to Senior Writer at Micro Marketworld. Tish, who has established herself as a leading journalist covering the microcomputer strategies at AT&T as well as microcomputer communications issues, joined MMW in April, 1984 after serving as Copy Editor at Computerworld for one year. Tish's AT&T Watch column, filled with industry insight about the communications giant, is a regular part of MMW. In addition, Tish has proven herself time and time again as a dogged, well-connected reporter, who often is the first to break key stories in her areas of coverage. Our congratulations and best wishes to Tish for continued success at MMW!

New Employees

A long search has yielded a sparkling new addition to the PC World Communications staff. Macworld magazine is pleased to announce that **PAULINE MANNING** is the new Macworld Sales Assistant in the Natick, Massachusetts sales office.

Pauline's impressive accomplishments have targeted the areas of communications and public relations, including: a B.A. in Communications from the University of Massachusetts; News Reporter for the Massachusetts radio station, WPLM; and Public Relations Assistant for a new luxury hotel on Capitol Hill, The Sheraton Grand. Please join us in welcoming Pauline to our team of professionals.

IDC U.K. has a recent addition to their team. **ADAM WHIPPS** joined the IDC U.K. Marketing Department, and those he works with claim he is going to give as much entertainment to their Christmas party as he gives to the clients. His hobbies include selling IDC products and handling the press. Best of luck in your new job, Adam.

Anniversaries

One-Year Anniversaries

James Martin, PCW
Jan Milstead, PCW
Sharon Plante, PCW

Two-Year Anniversaries

Nancy Groth, IFW
Michael Kelleher, CWCI
Effert Nielson, PCW
Russell Onofrio, IDC

Etcetera

It's Ski Time Again

The third annual ski trip is upon us, and it has been planned for January 10-12, 1986 This wild weekend will take us to the slopes of Whiteface Mountain, Lake Placid, New York. We will stay at the St. Moritz Hotel, located in a prime location on Saranac Avenue and within walking distance of the Olympic Village, shops, and of course bars. This trip will be different from those of the past, as we will be staying in a hotel rather than in condos. This trip will also include two breakfasts as well as one Italian dinner at one of the hotel's restaurants. The hotel rooms are modest, but clean and warm. Due to the fact that these rooms all have two double beds, there will also be an option as to how many people you would like to a room. The rates will go as follows: should you want a room with quadruple occupancy the trip will cost as little as $136 per person, and double occupancy will cost $156 per person. Although the rooms are modest, the lounging area is extremely nice for sitting and socializing.

This little mini-vacation to Lake Placid includes round-trip transportation via motorcoach, departure from CWCI, beverages enroute (free beer and soft drink), two nights accommodations at the St. Moritz, two breakfasts, one dinner, one-day lift ticket to Whiteface Mountain (two-day ticket add $15), complimentary mountain tour, free subscription to Sport Adventure magazine, and services of the Target Sport Tour staff. Those of you who have gone on these trips before may know why there is a one-day lift pass. It is recommended that we leave CW early and get to Lake Placid early enough to enjoy some nightlife. This would leave Saturday for checking out the Olympic Village and area which will be hosting the World Cup Freestyle. Saturday could also be used for recovering from the ride out to New York. This ride takes about five hours.

There will be flyers available next week which will have sign-up slips attached. You will be able to find them at Jeff Pennett's desk, or in the cafeteria. Be sure to get your seat reserved as soon as possible. This trip has been growing in popularity. The last one sold out with a waiting list of six people. Should there be any questions, feel free to call: Jeff Pennett, CWCI MIS Department, extension 511.

Fitness Focus

Tips to Look Good and Feel Great

1. Make a Record
Keep track of how long you run, bike, dance, play soccer, or shoot baskets. Push yourself to increase your activity a little each day.

2. Plan
List changes you plan in your eating and activity. Tackle one at a time with a target date written down.

3. Enjoy What You Eat
Eat to satisfy hunger, not just for entertainment. Try always to eat with your family or someone else. That way you avoid munching alone.

4. Try Mini Meals
Aim to eat four to five small meals or snacks every day instead of just three meals. Good times to eat are: before school, at lunch, after school, at dinner, and before bedtime.

5. Eat the Right Stuff
Make the most of your calories by eating the good-for-you foods.

6. Let Friends Help
Call a buddy when you have a chow-down attack - - talk it out or go biking or go studying with a friend.

7. Ask for Healthful Choices
Talk with your folks and others who grocery shop or cook meals at home. Ask for healthful, low-cal foods.

8. Practice Patience
True weight loss takes time. Don't weigh in every day; weigh every Monday and graph your progress.

9. Create a Positive Self-Image
Feel good about yourself. You can make these changes because you are worth it. Stand tall. You'll look thinner and feel better.

10. Experiment
Start by blending up a fruity snack shake. You'll have fun and eat well, too!

Classified

ART DIRECTOR

80 Micro magazine, published by CWC/Peterborough, has an immediate opening for an Art Director. Primary responsibilities include overseeing all aspects of design, including cover concepts, page layout, and interior art. You will supervise design staff and work with freelance graphic artists. You should have a background in magazine design and illustration, as well as understand magazine production. No phone calls, please. Send resume to: Judy Walter, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458.

PART-TIME ASSISTANT

CW Communications, Inc. needs someone to work part-time, flexible hours in its very busy Marketing Services Department. Some typing skills required, but no other experience necessary. Job will include typing of research reports on a word processing system, coding of questionnaires, and many other miscellaneous clerical duties. Hours are flexible and vary depending on workload, but will probably average about 15 hours a week. To apply please call or write Mary Ann McAuley, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x529.

DIRECT MARKETING ASSISTANT

CW Communications, Inc. needs an efficient Direct Marketing Assistant to coordinate various list rental activities. Responsibilities will include: daily order processing, monthly invoicing, monthly reports, and continuous phone contact with clients and list brokers. You should be detail-oriented, work well under pressure in a fast-paced environment, and possess some word processing skills. To apply send your resume to Janet Reilly, Direct Marketing Department, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701.

ASSOCIATE EDITOR

Computerworld is looking for an Associate Editor to report to the Features Director. The qualified applicant will be responsible for coordinating the production of Product Spotlight features, both text and charts, appearing every third week. You will work with the Features Director, staff, and freelance writers to coordinate preparation of copy and accompanying product tables; research specific product subject area and design survey questionnaire; compile complete vendor list; supervise mailing and tabulation of questionnaires; contact and interview vendors as needed to supply missing vendor and product data; write four to eight Product Spotlight features annually; work with Assistant Design Editor to set up product tables; edit and proofread product tables; attend trade shows as needed to gather research material; research, edit, and/or write for other feature sections as time permits. At least two years of research, writing, and editing in the computer industry is required, with proven ability to comprehend and organize complex information quickly and accurately, and demonstrated interest in and enthusiasm for computer technology. Contact Cheryl Tynan, CW Editorial, CW Communications, Inc., 375 Cochituate Road, Box 880, Framingham, MA 01701, (617) 879-0700.

FOR SALE

1982 Lincoln town car, light blue with dark blue interior. Loaded, mint condition, 36,000 miles. $9,995, or best offer. Contact Frank J. Smith, IDG, (617) 875-5000, x413.

WOOD STOVE FOR SALE

Russo wood stove with blower/fan attachment. Large capacity wood box with all-night burning capability. Currently have duct work for piping directly into fireplace. Best reasonable offer takes it. Call Bill Laberis at CWCI, (617) 879-0700, x595, days; or 429-5871, evenings.

IDG UPDATE

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ASSISTANT EDITORS
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Vickie Harding
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John Rudsit
Rick Buroni
TYPESETTING
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Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ______________

____

ADDRESS: ______________________

____

YOUR NAME: ____________________

PHONE #: ______________________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________________

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SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to have appear in the IDG Update.

What's New . . . What's New . . . What's New

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 15, Number 44 November 4, 1985

IDC Germany Advises Japanese Vendors

A two-day workshop was held recently by **ERIC HARGESHEIMER**, Managing Director of IDC Germany, for the product managers and members of export planning departments of a group of well known Japanese vendors. The main topics covered included "The German Market for Office Automation" and "The Germany PC Market."

Attendees of the workshop included representatives from NEC, Matsushita, Sanyo, Fujitsu, Toshiba, and Sharp. The workshop was organized by the Japan Machinery Exporter's Association, and it was translated from English into Japanese by an interpreter.

Eric Hargesheimer is a well known speaker in the German market. This year alone he has spoken at conferences of IBM, Mai, Siemens, Nixdorf, and MDS, and at the IDC Briefing Session in Frankfurt. Next year he is invited to speak at a company-internal conference of Hitachi in Japan.

ERIC HARGESHEIMER (top row, center) of IDC Germany is pictured with representatives of Japanese companies such as NEC, Matsushita, Sanyo, Fujitsu, Toshiba, and Sharp.

LMI On the Roll

The "Le Monde Informatique" logo rolling at an average of 130 miles per hour . . . not easy to read you say? But the same logo, attached to the chest of the racing driver when he climbs onto the podium, makes it hard to be discreet! It was the 26th Grand Prix of Nogard, which was held on the 14th and 15th of September for the French championships of the Formula 3, in

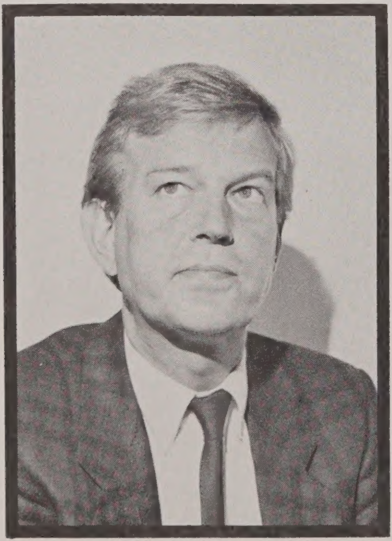
Continued on Page 5

Spotlight

CWCI Benelux

It all started in the end of 1983, when the opportunity to publish a weekly tabloid newspaper for professionals in the computer community seemed to have emerged. Competition appeared to be strong, but today, heading toward their second anniversary, Computerworld Benelux can be considered a full-fledged source of information for the computer professional.

WOUT BERENDS is Managing Director of Computerworld Benelux. Wout joined from an advertising agency, Advision, where he held the position of Manager of the Accounts Department. Prior to that he held management positions at the largest Dutch daily newspaper, "De Telegraaf," and at Heineken Breweries.

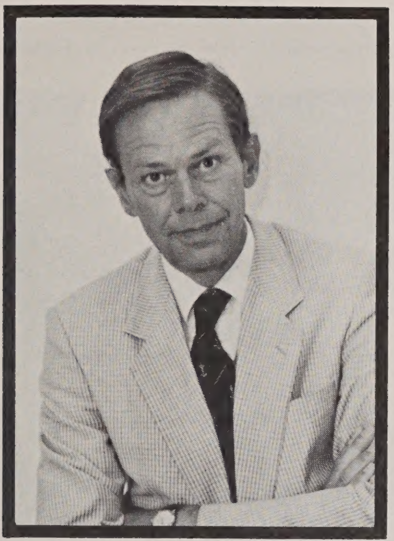


Wout Berends

The editorial staff has not changed since the inception of the newspaper. It consists of **WILLEM KOOLE**, Editor-in-Chief of both Computerworld Benelux and PC World Benelux, and other members of the Computerworld Benelux and PC World Benelux team, including: **HANS BRAGGAAR**, **HANS GERRITSE**, **WINNIE VAN BLANKEN**, and **BERT LUBBERS**, with **PAM WERDLER** as the Editorial Assistant.

From left to right: Pam Werdler, Hans Braggaar, Hans Gerritse, Winnie van Blanken, Bert Lubbers.

Willem Koole joined from the leading management daily newspaper in the Netherlands. Both Hans Braggaar (ex-computer center Dutch PTT) and Hans Gerritse were hired from an existing weekly computer newspaper, VNU's "Computable." Bert Lubbers came from Paris, where he held a position within Data General's European Marketing Department; and Winnie van Blanken joined from a Rotterdam-based public relations agency.



Willem Koole

The success of the IBM Personal Computer (and in particlar its operating sytem) in the Netherlands and Belgium came somewhat later than in the United States, but it came nevertheless.

With an estimated installed base of over 60,000 IBM PC's and compatibles throughout the Netherlands and Belgium, a need was felt for a specialized publication targeting the professional PC user. PC World Benelux, which initially was to be published four times a year, grew rapidly into a more regular publication. It is now to be published in two month intervals, with the frequency still increasing.

CW Communications was pleased when they announced the joining of **NICO BAAYENS** as Editor for PC World Benelux. Nico is a well known publicist who previously worked for IBM's External Communications Department in Amsterdam.

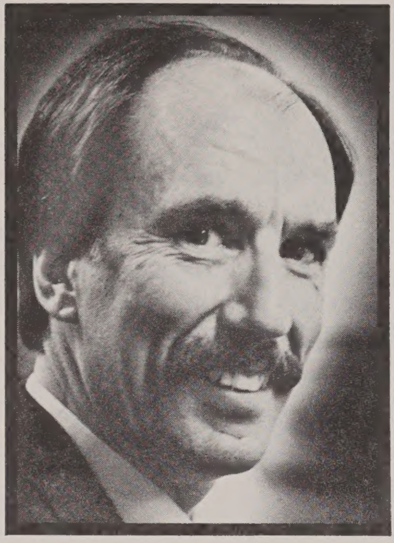
HAN VAN LEEUWEN joined as Managing Editor in mid-1984 and since then has been promoted to the position of Production Manager, responsible for the production of both Computerworld and PC World Benelux.

MARJA FILIUS serves as Secretarial Assistant for PC World Benelux.

The Circulation Department is headed by **LOUISE DE VRIES LENTSCH.** Her department's operations are crucial for the success of both the editorial and advertising activities. It is highly dependent on the dedication of **MILANEN VAN DER WERF, ASTRID BLEEKER,** and **ELMA KLEIN SPROKKELHORST.**

From left to right: Astrid Bleeker, Elma Klein Sprokkelhorst, Louise De Vries Lentsch.

The Advertising Department is headed by **THEO VAN OOSTERHOUT,** and consists of **COR BEETS, ED VAN VLIET,** and **GERRIT KLANDERMAN,** with secretarial assistance by **IDA STROOP.** They are all business professionals, having worked in different positions within the advertising and publicity community in the Netherlands. Much work has been done and is still to be done, but the results of their ongoing struggle with competing media is getting clear.



Theo Van Oosterhout

Ida Stroop

ADJO POORTER is responsible for Classified Advertising. His department now consists of four people. Adjo is assisted by **WIM COP**, **GER SPANNENBURG**, and **ANDRIES VAN ELK**. The strongly increased circulation of Computerworld Benelux now makes the flagship more attractive for personnnel managers to advertise in and, of course, for job seekers to scan through.

CLEMENS TOL is responsible for the accounting and auditing procedures of Computerworld Benelux.

From left to right: Wim Cop, Aus Gerlach, Ger Spannenburg, Andries van Elk, Adjo Poorter.

IED STEENWEG is the Assistant to the Managing Director, but describing her this way does not do her justice. Far more, she is always there, available at any time -- Ied is the indispensable pivot on which everything hinges. An effectively operating company like CW Benelux cannot do without a key person like Ied.

Ied Steenweg

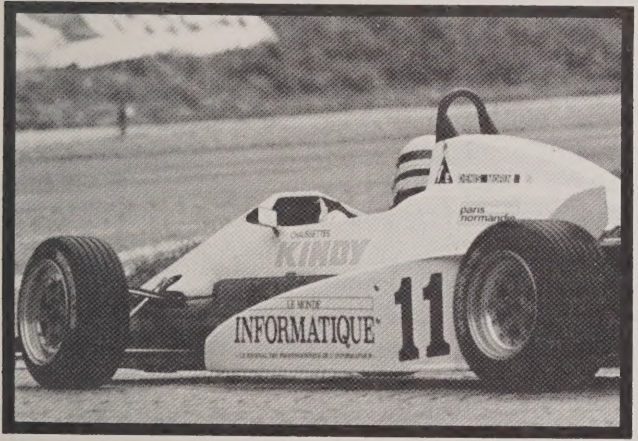
More News...

LMI

From Page 1

which Denis Morin took third place in a Martini MK 45, decorated in the colors of Le Monde Informatique.

Quite a dashing way to advertise, wouldn't you say?



People

Congratulations to IDG Chairman **PAT MCGOVERN**, who was listed in a newly released book, "The 100 Greatest Entrepreneurs of the Last Twenty-Five Years," published by John Wiley & Sons and authored by A. David Silver.

For those of you who do not already know, Pat McGovern was described as follows:

"Patrick J. McGovern, age 48, is the most successful marketer of information since Paul Revere. I wrote a book in 1982 called 'UpFront Financing,' whose premise is that there are roughly 20 ways to finance a start-up company, but the least expensive is customer financing. Moreover, if entrepreneurs select areas where there is a lack of information about the nature of the problem and the quality of the solutions, and where buyers and sellers have a great deal of uncertainty about each other, they can sell information to both of them. In fact, in most new markets, the first multimillionaire is the journalist, the person who sells information about the market. Subscribers will pay in advance for the information as well as market research clients, so the journalist need not dilute his equity ownership by selling some of his stock.

"If this sounds too hypothetical, note that one of IDG's publications, Computerworld, has 120,000 subscribers and annual advertising revenues of $42 million. The research division had estimated revenues of $25 million in 1984, while IDG had aggregate revenues of approximately $250 million. McGovern owns about 85 percent of the company, having given away 15 percent to key employees. IDG began with approximately $170,000 of customer financing."

The article continues, "Other journalistic entrepreneurs have entered the computer industry, but none has achieved IDG's level of success. What is McGovern doing differently? His senior officials call him 'one of the nicest men on the face of the earth.' His entrepreneurial energy is unabated. McGovern still travels 60 percent of the time: high for a manager, normal for an entrepreneur. McGovern says that he enjoys spotting needs that IDG can fill, while leaving the publishing and market research operations in the hands of capable managers. Thirteen of Computerworld's original 18 staffers are still with IDG. Other insights about McGovern are that he sleeps very little, works relentlessly, remembers small details about people, and does not let people know what he is thinking."

Promotions

Congratulations to **DONNA RAIMONDI** and **CLINT WILDER**, both of whom were promoted to Senior Writers at Computerworld. This move is a reflection of the excellent work that they both have done in news reporting in their section duties. Donna works with Systems and Peripherals, Clint with Computer Industry. CWCI looks with confidence for much more of this high quality output as they grow with Computerworld. Best wishes, Donna and Clint, in your new positions!

Transfers

PEGGY LAWRENCE, who was hired last November as Operations Manager for IDC Washington, has transferred to the Sales Department as Account Executive. Since May, Peggy has been selling IDC's conference videos and Washington's training courses. Peggy has also been assigned to sell all of IDC's Continuous Information Services to the transportation industry. With her new responsibilities, she does not have much time for "Atilla," her new cocker spaniel. We wish you the best of luck in your new position, Peggy!

SUSAN GUBERNAT, formerly of CWC/Peterborough, joins the staff of Computerworld as Senior Writer. Susan was previously Managing Editor and Senior Editor for inCider, and Review Editor and Assistant Editor for 80 Micro. Before that, Susan was in academia for seven years, teaching literature and writing courses at the City University of New York, Rutgers University, Mt. Wachusett Community College, and Franklin Pierce College. We wish you much success in this new capacity, Susan.

New Employees

IDC Washington is pleased to welcome **JULIUS "J" JONES** as the Manager of the Procurement Information Management Service (PIMS). "J" joined IDC in July, after retiring as a Colonel from the Office of the Assistant Secretary of the Army at the Pentagon. He brings 26 years of government procurement expertise to PIMS. Welcome aboard, and the best of luck in your new position!

Welcome to **GERRY CAMPANA** of Wayne Green Enterprises in Peterborough, New Hampshire, who recently joined the company as Operations Manager for WGE Distributors and Instant Software Stores. Gerry will be responsible for purchasing, advertising, sales, and operations. Gerry is a graduate of Nasson College, and comes to WGE from Campus Hi-Fi, Inc., where he was Founder and Manager. Welcome to WGE, Gerry!

LAURIE ANN CADIEUX is also a new member of WGE. Laurie works in the Accounting Department as Data Entry Processor, where she handles the data entry and general accounting reports. Previously employed by Digital Equipment Corporation, Laurie is presently working towards a Degree in Art History at Keene State College. She enjoys downhill skiing and spending time with her one-year-old son, Nicholas. Best of luck in your new position, Laurie.

Effective October 30, **ROSEMARY HAMILTON** joins the staff of Computerworld as a Senior Writer. For the past three years Rosemary has been on the staff of the weekly Boston Business Journal, where she has extensive experience covering the area's computer industry as a News and Feature Reporter, and as Editor of and Columnist for the paper's high technology section. She brings to Computerworld a strong background in covering a wide range of industry topics in both breaking news stories and in-depth news analysis. Welcome to the team, Rosemary!

Anniversaries

One-Year Anniversaries

Winnie van Blanken, CW/Benelux
Karen Kugel, IDC
Lisa Maini, IDC
Ed van Vliet, CW/Benelux

Two-Year Anniversaries

Judy McAfee, IDC
Ied Steenweg, CW/Benelux

Twelve-Year Anniversary

Judy Kramer, IDC

Eighteen-Year Anniversary

Edward Bloom, IDG

Fitness Focus

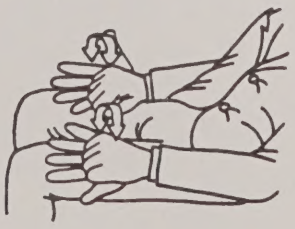
Office Workout

1. Shoulder Rolling: Stimulates the joints, relaxes the shoulder muscles. Move shoulders gently and rhythmically describing large circles in both forward and backward directions.

2. Upper Back Stretching: Stretches the muscles of the upper back. Give yourself a hug, reach back for your shoulder blades, and push your shoulders as far forward as is comfortable until you feel the stretch across your upper back. Hold for ten seconds and repeat exercise.

3. Abdominal Tighteners: Tightens stomach muscles. Pull stomach muscles in as far as possible. Hold for 10 seconds. Don't hold your breath. Repeat exercise.

4. Hand Turning: Stimulates the wrists and fingers. Turn the hands all the way over and spread the fingers. Return hands to original position and relax them. Repeat exercise.



Etcetera

THE ENTREPRENEUR'S DOCTOR

Below are eight suggestions to help you improve your intra-office communications.

1. Know who handles what within your company.

2. Be prepared to answer the phone.

3. Take a deep breath and know the call is not an intrusion but possible business.

4. Answer with confidence and a smile.

5. Listen carefully.

6. Have concern for the caller; make them feel good they called.

7. Use their name often.

8. Thank the caller for calling and invite them to call back.

Whether you use the telephone as a solicitation tool or to handle incoming orders and inquiries, your investment in the system makes it incumbent on you to use it in the most effective manner.

Classified

DIRECT MARKETING ASSISTANT

CW Communications, Inc. needs an efficient Direct Marketing Assistant to coordinate various list rental activities. Responsibilities will include: daily order processing, monthly invoicing, monthly reports, and continuous phone contact with clients and list brokers. You should be detail-oriented, work well under pressure in a fast-paced environment, and possess some word processing skills. To apply send your resume to Janet Reilly, Direct Marketing Department, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701.

FOR SALE

Antique pine sideboard from Pennsylvania, 49-1/2"x20"x37", in good condition, $450. Lincoln rocker, circa 1840 (Maryland), $225 firm. Maple butcher block kitchen work table, 66"x25"x38", $175. Electric stove, circa 1930, cream and green enamel with wooden and chrome handles, up on legs, needs rewiring, has bain marie, warming shelf, $50, Sears four-burner oven, broiler needs fixing, $25. Sears double oven, four-burner, all works, 2 broilers, $175. Also, walnut burl slabs, refinished, good for small table tops or work boards in kitchen, $50 each. Large walnut slab, not finished but ready for stain or finish, 3" thick. Large five-foot diameter round table, inlaid with arrowhead collection from Texas, epoxy-resin finish, trestle base, $250. Call Dawn Matthews at (603) 924-3097, after 5:00 p.m.; or (603) 924-9471, x239, before 5:00 p.m.

HOUSE FOR RENT

Two-bedroom, all new interior house for rent in Wellesley, Massachusetts. Jenn-air kitchen, washer and dryer. Plenty of storage. Close to tennis courts and athletic track. $1,200+ per month. Call Valerie Bernas at IDC, (617) 872-8200, x334.

IDG UPDATE

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ASSISTANT EDITORS
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Vickie Harding
DISTRIBUTION
John Rudsit
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TYPESETTING
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Volume 15, Number 45 November 11, 1985

CW China Celebrates Fifth Anniversary

The China Computerworld Publishing and Servicing Company, a joint venture between CW Communications and the Ministry of Electronics in the People's Republic of China, recently celebrated its Fifth Anniversary in Beijing. A grand reception was held at the Beijing Hotel with over 600 guests. Among them were Lu Zhencao, Vice Chairman of the Chinese People's Political Consultative Conference; Wei Yuming, Deputy Minister of Foreign Economic Relations and Trade; Li Rui, Minister of the Electronics Industry; and other high-ranking officials in the computer and foreign trade circles.

Continued

Chairman PAT MCGOVERN opens the IDG Board of Directors Meeting with a review of the history of the China Computerworld Company in the boardroom at the China Computerworld building in Peking.

1st Pan Pacific Computer Conference a Major Success

Computerworld Australia made a major showing at the nation's premiere computer event, the First Pan Pacific Computer Conference in Melbourne. Two record-sized papers were produced before and during the show, and two booths were manned for accompanying exhibitions. A highlight of PPCC-1 was an international computer art competition sponsored by CW Communications, Inc., with an individual first prize of $1,000 and a

Continued

In her role as a PPCC-1 organizer, SUSAN COLEMAN, Publisher of CW Australia, presents the CWCI trophy to Lindsay Yelland, Managing Director of the Australian subsidiary of Apollo Computer Inc. in Massachusetts.

More News...

CW China Celebrates

The company was the first joint venture between the U.S. and the People's Republic of China put into operation. Its first publication, China Computerworld, a semimonthly tabloid, was first issued in October, 1980 with an initial circulation of 12,000. During the five years it has grown to over 70,000 paid subscriptions, making it the second largest professional computer publication in paid subscriptions in the world, exceeded only by Computerworld U.S. Each issue of China Computerworld has nearly 25 readers, counting for over two million active readers of the publication, a world's record. The China Computerworld Company has grown by over 50% a year in revenue, and its profit margin has averaged 35%. It is distinguished by not only being the first U.S.-Chinese joint venture, but also the most successful among the over 300 U.S.-Chinese joint venture agreements that have been signed subsequently.

Also in attendance were members of the Board of Directors of IDG and the Managing Directors of CW and IDC operations in Japan, Hong Kong, and Australia. IDG held its quarterly board meeting at the China Computerworld building in Beijing on the previous day.

Speakers at the reception hailed the China Computerworld Company for its position as a pioneer, its rapid growth and business success, and its contribution to the spread of computer know-how throughout the People's Republic of China.

China Computerworld also set a new record in advertising in the People's Republic of China, carrying more advertising pages in the past nine months than any other publication of any type in China.

The company has just launched its second publication, a monthly magazine entitled China Computerworld Monthly. The publication will report on microcomputers and their application, and serve the needs of individual users of microcomputers and personal computers.

IDG Directors attend traditional Chinese banquet at the restaurant at the Summer Palace in Beijing. Seated at the table in the foreground, clockwise from the left are: John and Eva Breyer, Ellie and Arthur Nelson, Jeanette Rowell, Maxwell Eveleth, and Ralph Fifield.

IDG Chairman **PAT MCGOVERN** in his speech at the reception said, "It is clear that China is on its way to becoming one of the three largest markets for computer and electronic products in the world within the next two decades. IDG is pleased to have been the first United States-headquartered company to be selected to have a joint venture placed into operation in China. Due to the open spirit of cooperation, communication, and friendship between the members of the staff of China Computerworld and members of the CW Communications family around the world, the China Computerworld Company has enjoyed great success to date. With the addition of the new projects it plans to undertake, and the rapid growth in the market it serves, the China Computerworld Company has the opportunity to become one of the largest professional and trade publishing companies in the world over the next twenty years.

"Congratulations to **CHEN MINGKUN**, General Manager of the China Computerworld Company, and the entire staff for their remarkable accomplishments. They are an inspiration to all of us on how much can be achieved through dedication, hard work, positive spirit, and a clear vision of the importance of their work to the economic progress of their nation."

IDG Directors prepare to enter the China Computerworld building in Peking, China for a tour of the facilities.

1st Pan Pacific Computer Conference

trophy for the winner of the section for organizations. It is believed to be the first competition of its kind in the world and it attracted 80 entries from countries as far apart as Switzerland, China, and the United States. Winner of the first prize was Helen Kazmierczak of Melbourne, and the CWCI Trophy was won by Apollo Computer, Inc., Massachusetts.

Shortly after PPCC-1, Computerworld's President, **WALTER BOYD**, visited Australia, accompanied by IDG's Vice President of Finance, **BILL MURPHY**, and our International Controller, **IAN THALMESSINGER.** During a dinner, which Walter hosted for the head office staff of CW Australia in Sydney, he was presented with a framed certificate of thanks by CW Australia's Publisher, **SUSAN COLEMAN,** who played a leading role in organizing the art competition. The dinner, a highlight of the CW Australia Calendar, was attended by approximately 40 staff members at one of Sydney's leading restaurants.

At PPCC-1, CW Australia organized two booths, one in the main trade show and one in the micro/PC section. They were designed by **KEN BEEVER**, Exhibition Manager, Computerworld Expo Division, with a theme of "finding gold" in subscriptions to various CW publications. The centerpiece of the promotion was a full-size replica of the Welcome Stranger Gold Nugget, the largest single piece of gold ever discovered in the world. It was unearthed in Australia in the 1880s, and it weighed 2520 ounces. The show activities and promotions were organized by **MARY ROOT**, Manager of Marketing Services.

The show was also used to launch Australian PC World in its new tabloid format, under its new Editor, **PAUL ZUCKER**, and recently appointed national Advertising Manager, **STEVE BOCKSETTE**, who has returned to the company after a short break with a family venture. For the third year in succession, CW Australia produced a 12-page daily newspaper for the four days of PPCC-1 under the editorship of **MIKE HARRISON**, and involving most editorial staff and contributing editors of the various Australian publications.

AUSTRALIAN
PC WORLD
SEPTEMBER 1985
The newspaper of IBM-standard personal computing

Micropro has moved into site licensing

Compaq entry to stimulate corporate PC marketplace

Ian Penman directs strategy

Dental software finds market gap

PC system is 'world-beater'

IBM sells its own printers

Enhanced Lotus supports PC Net

Discount likely for large users

INSIDE THIS ISSUE

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Why IBM ravaged its PC division
FOCUS REPORT 17
Hardware
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Using Debug
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Prokey Vs Smartkey; Proprinter; CopyWrite; Dataease; RBase 5000; Tandy 1000.

Computerworld Pty Limited

People

CW/CMG Reorganizes

BILL LEITCH has recently announced the reassignment of duties for CW's Conference Management Group to improve the use of internal resources of other departments.

The changes that have occurred are that **NANCY (HEDGES) THAYER**, CMG Manager of Marketing Services, has a new focus to her position, with greater emphasis on promotion material and competitive analysis. Nancy has gained a tremendous knowledge of trade show marketing and audiences, and she will put this knowledge to work in developing new promotional material and campaigns to attract additional exhibitors and attendees.

ROBIN POULIN will assume the responsibility for exhibitor contracts and billing, compiling data and processing all exhibit space sales for the six annual shows. Robin previously worked exclusively on the Network Management/Technical Control Show.

PATRICIA COLLINS will become Traffic Administrator for promotion and production projects, facilitating the smooth transition of material to the many departments, including printing of mailings, brochures, and announcements, as well as direct mail marketing campaigns. Pat has been Conference Assistant, recruiting speakers and developing conference schedules.

Speaker recruitment and conference schedule development duties will be handled by **NANCY RUBIN**, Program Administrator.

Nancy maintains conference agendas, the speaker and press attendee listings, and a photo file of people active on the speaking rosters.

LOUISE MYEROW will continue in her position of Registration Manager for all conferences and exhibitions.

IDC Holds 2nd Annual Pumpkin Contest

IDC recently held their Second Annual Pumpkin Contest for employees of the IDC/Framingham office. Chairman **PAT MCGOVERN** was the judge for the contest, and was responsible for making the tough decision. The pumpkins were rated as follows:

First Place -- "Best Overall"
Second Place -- "Scariest"
Third Place -- "Most Original"

le
Pumpkin
IBM

IDC's ISPS Deparment gathers around the First Place winning pumpkin entry.

Congratulations to IDC's ISPS Department for winning First Place with their entry of "IBM Mainframe Pumpkin." And congratulations to IDC's Consulting Group for the pumpkin, "Another Impossible Deadline;" and to IDC's Administration Department for winning Third Place, most original, with "The Three Pumpkins."

The Consulting Group of IDC Framingham created the Second Place prize winner, the scariest pumpkin.

Promotions

CONGRATULATIONS TO **BILL SELL** on his recent promotion to Director, Planning and Operations for the CW/Conference Management Group. Bill transfers to Conference Management from the Chairman's office at IDG, where he held several positions since 1978. Most recently he served as Manager of International Telecommunications, including development and implementation of our intercompany electronic mail network and the IDC telephone system. He has also executed a number of market research projects for **CHAIRMAN PAT**, and he was Editor of the IDG Update employee newsletter from 1978 to 1983.

As Director, Planning and Operations, his responsibilities will include planning and managing the on-site operations of CW/CMG's several conferences and expositions, an activity that Bill has already worked on with Communication Networks and Network Management/Technical Control for over three years, as a part-time member. He will also develop budgets in operation-related areas, and he will be coordinating activities with our many outside contractors, including computer registration. Bill will also develop business plans of upcoming projects and shows, research potential new business areas, and track other information processing industry trade shows.

New Employees

New Publisher

CW Communications recently announced the appointment of **DOUG DECARLO** as Publisher of On Communications.

Doug's background includes serving as Assistant Publisher of Datamation from 1975-1979. During that time he headed the publication's marketing communications, sales planning and support, competitive analysis, and circulation developoment programs. He also directed the Market Research Department, which he created to serve three of the technical publishing's publications.

Later he co-founded Information Age, Inc., a high technology marketing communications, publications planning and development firm. Doug has worked with many computer industry vendors, as well as with publishing clients in the high technology field. Most recently he and his partner launched Management Technology magazine. Doug served as the magazine's start-up Publisher.

Please join us in giving Doug a warm welcome to the IDG family.

STEVEN SEICK recently announced the appointment of **COREY BOCK** to Link Resources. Corey has joined Link as a Senior Analyst, Electronic Information Program, where he is taking over the inquiry responsibilities, in addition to major written research assignments.

Corey was previously with News America Publishing, Inc. in New York where, as Assistant Vice President, Corporate Development, he was responsible for a wide range of corporate development activities regarding potential acquisitions, business proposals, development of electronic information industry tracking systems for New America management, and strategic planning for electronic publishing.

Corey is a graduate of Dartmouth College, and holds a Master of Professional Services Degree in Interactive Telecommunications from New York University. He has traveled extensively in Africa, Europe, and the United States. Welcome aboard, Corey!

LISA FASS, Managing Editor of Computerworld Focus, has joined CW to escape the ravages of the robotics industry high-tech wars. Prior to that, she fled the tyranny and financial ruin of a Timex-Sinclair publication.

Lisa enjoys music, biking, skiing, and camping. Join us in welcoming Lisa.

Anniversaries

One-Year Anniversaries

Maureen Carter, CWCI
Nadine Hallal, CWCI
Steven Rousseau, IFW
May Sui, PCW

Two-Year Anniversaries

Tema Ann Goodwin, PCW
Marjorie Magowan, CWCI

Three-Year Anniversary

James Warmack, LR

Ten-Year Anniversary

Peter Holm, CWCI

Etcetera

IDC has announced that their Annual Sales/Marketing Meeting will be held a the Sheraton Tara Hotel on February 3-5, 1986. Additional times, schedules, specific material, etc. will follow in the near future.

Other dates to mark on your calendar are:

February 6th -- Research Meeting

February 7th -- Executive Staff & International Managers Meeting

February 7th -- IDC Framingham Sales Meeting

New Phone Numbers For IDC & CW France

Effective October 25, 1985, IDC and CW France have changed their phone numbers from seven to eight digits.

To reach CW France in the Paris region you must dial: (1) 47.47.12.72.

To reach IDC France you must dial: (1) 47.23.00.21.

Consider This

IDG Announces New Seminar Service

IDG's Personnel Department recently announced a new seminar service which is available to all U.S. based employees. The service is entitled **1st Seminar Service.** This service will help employees identify and compare seminars and select the best, based on seminar content, duration, location, provider, dates, and cost. In addition, the 1st Seminar Service will provide enrollment and management services to help administer and plan seminar activities.

Using the 1st Seminar Service will benefit you and IDG in a variety of ways:

- Seminar Comparison and Selection. Because the 1st Seminar Service represents a wide variety of seminar providers, you will be able to compare seminars and select the one that most closely meets your needs.

- Simplicity of Use. One call (1-800-321-1990) is all that it takes to find out what is available, select the best seminar, and enroll.

- Free Service. The 1st Seminar Service works in the same manner as a travel agent, therefore, the only cost is for the seminar itself. The 1st Seminar Service will enroll you in the seminar you select and ensure that you receive confirmation of enrollment, any appropriate discounts, and other seminar-related material at no additional cost.

The 1st Seminar Service is making a special effort to serve our entire company, and we are urging you to use the service whenever you identify a seminar need. As in the past, your attendance to any seminar is conditional upon the approval of your manager.

SUSAN PERRY has a supply of brochures available for employees as a handy reference about this service. If you would like a brochure or if you have any questions, please do not hesitate to contact Susan at IDG, extension 407.

Classified

COPY READER

CW Framingham has a position open in the Editorial Department for a Copy Reader. Duties will include the following: proofreading; writing headlines; editing news copy for grammar, consistency, and style; in addition to working with electronic, CRT-based computerized system to edit stories and electronically paginate Computerworld pages. The ideal candidate will possess a sharp eye for detail and the ability to work well under the pressure of daily deadlines. An excellent grasp of spelling and English grammar is a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send your resume, including salary requirements and a one-page sample of expository writing, to: Charlotte Donaldson, Chief Copy Editor, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701. No telephone calls, please.

DIRECT MARKETING COORDINATOR

CW/Peterborough is seeking a Direct Marketing Coordinator to manage several sources in the Circulation Department. Responsibilities will include: coordination of renewals, billings, subscription ads, and insert cards for all Peterborough publications. Involvement in promotions from initial creation to back-end anaylsis and reporting. The ideal candidate will be a self-starter who is both detail-oriented and creative. Experience in circulation and computers is desirable. To apply please send your resume to Bonnie Welsh, CW/Peterborough, 80 Pine Street, Peterborough, NH 03458.

REPORTER/EDITORIAL DEPARTMENT

InfoWorld is looking for a Reporter in their Editorial Department. The candidate should have a B.A. with a Major in Journalism. Some computer experience is preferred, but not mandatory. The individual will gather breaking news and write at least three stories per week, as well as contribute to the Product Section of InfoWorld. For further information please contact Jonathan Sacks at (415) 328-4602.

DISPLAY ADVERTISING ASSISTANT

There is an opening in the Display Advertising Department of Computerworld for a Department Assistant. Duties and responsiblities will include: coordination of bimonthly response card deck, backup for advertising coordinators, phone coverage, coordination of weekly updates to sales offices, distribution of mail packages, filing of insertion orders, supplies, support for manager, some typing, and miscellaneous duties as assigned. Previous office experience is preferred. Knowledge of typewriter and/or keyboard is required. Applicant must be service oriented, detail conscious, and have strong organizational skills. Interested applicants should contact Ann Hadley at Computerworld, extension 386, or send resume to Computerworld, 375 Cochituate Road, Framingham, MA 01701.

IDG UPDATE

EDITOR
Mary Dolaher
ASSISTANT EDITORS
Ann Baker
Vickie Harding
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

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IDG UPDATE

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CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC
JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK
RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS,
INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

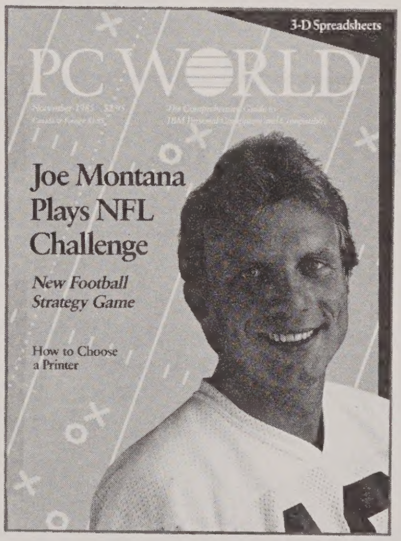
Volume 15, Number 46 November 18, 1985

PC World Begins '85 World Class PC Awards

Thirty-one computer hardware and software companies will receive PC World magazine's "World Class PC Award" in presentations across the United States during the next two months. The winners, determined by balloting from readers of PC World, include widely known giants of the industry and many small firms which do not yet enjoy nationwide recognition. The criteria for reader selection was simply "exceptional performance and value."

Following ballot tabulation for the winners in 38 categories, the ballots were saved for a random drawing by Publisher **DAVID BUNNELL.** Three winners each receive a winning category product, and one winner, the first ballot drawn, received the entire $29,210.45 system. The 1985 system consists of a PC AT, the readers' favorite desktop computer, plus the winning peripherals and software in 33 categories spanning modems, spreadsheets, hard disks, and word processors.

Continued on Page 2



CWCI Pubs Make It To Folio Top 400

Folio magazine has just released its latest Folio:400 issue showing the Top 400 magazines in the United States for 1984. The Folio:400 is the publishing industry's version of the Fortune 500 ratings for manufacturing, and includes everything from industry leader TV Guide, with $744 million in total revenues in 1984, to number 400, Ladycom, with $4.8 million.

Up near the top of the list once again is Computerworld, which moved up from 40th last year to

Continued on Page 2

More News...

PC World Awards

From Page 1

"The 'World Class PC Award' contest gives consumers a chance to let manufacturers know what they really want in hardware and software categories," said David Bunnell. "It's great to see the big guys lined up alongside companies which simply do not have the budget to market as broadly. If the industry pays close attention to the winning product, we believe everyone will benefit."

CWCI Pubs

From Page 1

37th this year, showing total revenues of $55.3 million. This retains Computerworld's position as the largest specialized business magazine of any kind in America, and puts it above such well known consumer titles as New York, Travel & Leisure, Inc, Scientific American, and Consumer Reports.

The next CWCI publication on the list is PC World, which made a spectacular leap from 239th to 95th in the overall ranking. In the "Computing" category of consumer magazines, PC World ranks first in "Change in Total Revenues" from 1983 to 1984, third in overall ad revenue, and fourth in total revenue.

Our third entry on the list is InfoWorld, with an overall rank of 232nd. InfoWorld ranks 6th in ad revenue in the "Computing" category, and showed up 3rd in the "percent change in average circulation" table.

All together, CWCI publications had an impressive representation on this publishing industry "scorecard."

The Folio:400/1985

Yates Holds 2nd Annual Unix Forum

IDC/Yates held its Second Annual UNIX Market Forum at the Century Plaza Hotel in Los Angeles, California on October 16 and 17. This important two-day affair was highlighted with keynote addresses by such industry experts as James Edwards, President of AT&T Computer Systems, and Jean Yates, Founder of Yates Ventures.

The seminar, through its panels of industry leaders and product demonstration areas, identified the emerging UNIX industry marketing technology and trends. Key forum issues included discussions on where the UNIX industry is going and what future market developments one can expect, what types of hardware and software products will dominate the industry, what are the most effective distribution channels for a company's products, and what are the UNIX strategies of major companies such as AT&T and IBM.

The panels of this Yates forum included: System V Market Directions; The Porting Market: Position for the Future; Engineering/Scientific UNIX; International UNIX; UNIX in a Multiple Operating System Environment; and Application Software for the Enduser.

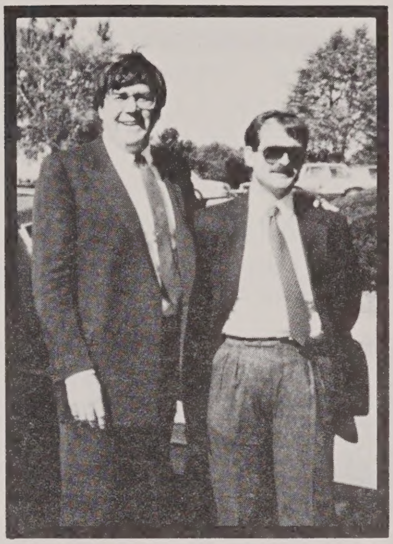
JOHN KIEFER, President of IDC/Yates, started off the first day with an opening address; and each day concluded with a cocktail party/wine and cheese reception. Congratulations to IDC/Yates on yet another significant conference.

People

Ten Year Anniversaries Are Celebrated

The week of October 14th was certainly a busy week for IDG Chairman **PAT MCGOVERN,** as well as for the Ritz-Carlton in Boston. Three employees of the IDG family were due to celebrate their tenth year with the company!

On Wednesday, October 16, Chairman Pat accompanied **PETER HOLM,** of CW Communications in Framingham, to a luncheon at the Ritz-Carlton. Peter began with the DataComm User as its Associate Editor back in 1975, and in October of 1976 he became the CWCI Assistant Production Manager. He was later promoted to Production Manager and then Production Director.



Pat McGovern & Peter Holm

On Thursday the 17th, Pat treated **JOANNE CAPOLINO,** Supervisor of IDC's Data File in Framingham, to lunch at the Ritz, driven, of course, in the customary limousine. Joanne started with IDC back in 1968 as a Researcher for a period of five years and then, after taking time off to raise her children, she rejoined the company, and has since moved up to her current position.

Joanne Capolino & Pat McGovern

And to conclude, on Friday **GARY VANTINE,** of IDC's Data Processing Department, celebrated his tenth year with Pat at the Ritz. Gary joined IDC in October, 1975 as a Computer Operator, Shipper, and Programmer when the office was located in

Needham, Massachusetts. The department has since grown and moved, and Gary is presently the Manager of Computer Operations for Data Processing.

Congratulations to all on celebrating a long, productive career.

Pat McGovern & Gary Vantine

Congratulations to the following people who spoke at the Federal Office Automation Conference in Washington, D.C. on October 29th.

SHELLEY BAKST - Voice Recognition

TIM CAFFREY - Interface Devices

CATHY CASKY - Integrated Office Systems

LEE DOYLE - Multivendor Integration

CAROLE LEARNER - Optical Storage

TOM WILLMOTT - Information Processing

Promotions

Congratulations to **BECKY BATCHA** who was recently promoted from Assistant Editor to Associate Editor of Computerworld. Over the last year, as the Assistant Special Reports Editor, Becky has performed her duties with both finesse and editorial style. Becky's editing and writing skills have made her an invaluable asset of the features staff. In her new position Becky will be responsible for content editing feature submissions for Computerworld's Executive Reports, which will be the new features format for 1986, as well as other features assignments. Please join in congratulating Becky on her promotion.

Congratulations also go to **KELLY DEKONING**, who was recently promoted to Advertising Secretary for 80 Micro magazine, published by CW Communications/ Peterborough. Kelly previously was the Editorial Secretary since April, 1985. Best wishes to Kelly in her new capacity!

New Employees

Welcome to **WHITNEY KARR**, who recently joined the 80 Micro team of CWC/Peterborough. Whitney serves as Editorial Secretary, and comes to CWC/ Peterborough from Dublin, New Hampshire. Welcome aboard!

LINK Resources in New York is pleased to announce the addition of two new salespeople to their staff. As Senior Associates in the Sales Department, both have been assigned to bring in new CIS business from now until the end of the year.

JULIA BLELOCK comes to LINK by way of Avant Communications, where she was Marketing Director, and Macmillan, Inc., where she held a variety of positions. At Avant, Julia devised marketing plans for three video books and was responsible for signing 16 distributors and 44 retailers and catalog operators, including many non-traditional outlets for video software, such as Abercrombie & Fitch. At Macmillan, Julia was Assistant to the Chairman, Manager of the Project Development Group for Macmillan Electronic Media, and Manager of Advertising and Promotion for three of Macmillan's film distribution companies. She has studied publishing and accounting at New York University, and television production at the University of Miami.

RIVA BENNETT is the newest Salesperson at LINK. At Monchik Weber, Riva sold stock ticker and consulting services to brokerage firms, traders, and redistributors, and was the most successful of the sales representatives in her group. At National Data Corporation, she sold cash management and cash concentration services to corporations and banks; and as an Assistant Treasurer at Chase Manhattan Bank, she sold electronic funds transfer services to corporations. Riva has an MBA in Finance and a BA in Sociology from New York University.

Welcome to **WILLIAM SCOTT,** who recently joined Wayne Green Enterprises as Sales Manager of the Retail Division. Bill will oversee sales management for WGE Distributors, the Instant Software Stores, and WGE International. Before joining WGE, Bill was self-employed, and he called his company "Scott Marketing." Best wishes in your new position!

Anniversaries

One-Year Anniversary

Peter Montross, CWC/P
Lisa Whittemore, CWCI

Three-Year Anniversary

Alice Longely, CWCI

Four-Year Anniversary

Sheryl Merchant, CWCI

Five-Year Anniversary

Thomas Willmott, IDC

Eleven-Year Anniversary

Frank Collins, CWCI

Fitness Focus

Save Calories: Substitute

Is there such a thing as saving calories but enjoying some of the palatable pleasures in life? You bet! Here are just a few substitutes you might consider using during the holiday eating festivities. You'll be sacrificing some calories but won't be sacrificing flavor.

When a recipe calls for whole milk, substitute skim milk. For 1 tablespoon sour cream (32 calories) use yogurt (8) or buttermilk (6) or blended cottage cheese (17).

When serving chip and dip snacks, substitute raw vegetables for the chips, such as carrots, celery, mushrooms, cucumbers, etc. If a menu calls for cream cheese or mayonnaise for creamed fillings, use low fat cottage cheese instead.

How about if cream is called for? Substitute evaporated skimmed milk or a rich mixture of water and nonfat dry milk power. For nut meats in a recipe use coconut. And if sweetened juice is called for, simply use unsweetened juice (for thirst quenching, dilute canned and fresh juices with three times their volume in water, and frozen juices with six cans of water).

Classified

COPY READER

CW Framingham has a position open in the Editorial Department for a Copy Reader. Duties will include the following: proofreading; writing headlines; editing news copy for grammar, consistency, and style; in addition to working with electronic, CRT-based computerized system to edit stories and electronically paginate Computerworld pages. The ideal candidate will possess a sharp eye for detail and the ability to work well under the pressure of daily deadlines. An excellent grasp of spelling and English grammar is a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send your resume, including salary requirements and a one-page sample of expository writing, to: Charlotte Donaldson, Chief Copy Editor, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701. No telephone calls, please.

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FOR SALE:

1976 Toyota Corona, 4-door sedan, 71,000 miles. Some rust, but runs well. New brakes, battery, snow tires. Great city car. $950 or best offer. Contact Sharon Frederick at CW Communications, (617) 879-0700, x322.

FOR SALE:

Extensive public announcement system, not for the beginner. Includes amplifier with case. For further information contact Madeleine Spencer of IDC at (617) 872-8200, x395.

IDG UPDATE

EDITOR
Mary Dolaher
ASSISTANT EDITORS
Ann Baker
Vickie Harding
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

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IDG UPDATE

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Volume 15, Number 47 November 25, 1985

Tandy Opens Computer Centers to 80 Micro

Beginning in December, special monthly editions of 80 Micro magazine, published by CW Communications/Peterborough, will be available exclusively through 430 Radio Shack Computer Centers throughout the United States. 80 Micro's Radio Shack Store Edition will provide comprehensive coverage of the systems, peripherals, and software sold through the centers.

According to **PETER HUTCHINSON**, Publisher of 80 Micro (the largest independent source on Tandy's microcomputer line), "The presence of 80 Micro 'Store Editions' in the nationwide chain of Radio Shack Computer Centers represents a significant breakthrough for both 80 Micro and Tandy. It represents a new and exciting era for the many loyal third-party vendors who have supported the Tandy market, and who have been unable to reach directly to store customers . . . until now.

"Tandy, which is one of the largest suppliers of computers in the world, has never before displayed or retailed magazines. By opening their doors to 80 Micro, they're providing additional support to their customers."

80 micro
Reviewed in This Issue:
Hyperzap
Typitall
MULTIDOS 80/64
GBasic 3.0
The Money Decision Series
THE ABCs OF C
Including YOUR OWN C INTERPRETER
WINDOWS IN BASIC!
The Hi-Res Board Makes It Simple

At present, advertising in 80 Micro's Radio Shack Store Edition is limited to firms who are members of Tandy's Express Order Software Program or companies who sell through Radio Shack Computer Centers.

These special editions of 80 Micro will not be available by subscription or mail, and can only be obtained at Radio Shack Computer Centers. The first edition is scheduled to be distributed in mid-December.

More News...

Newsmagazines Publish CW Brazil's Special Reports

The Computerworld do Brasil Special Projects Department does not have a tabloid paper or magazine of its own; they just "borrow" the best ones in Brazil instead. First, Computerworld do Brasil conquered Exame, Brazil's major national business magazine published by Editora Abril, the country's largest publishing company. Exame can be compared with the American publication, Fortune magazine, and it has published five of CW Brazil's Special Reports to date with great success. Each article had 13 to 14 editorial pages, addressing a broad audience with information on personal computing, office automation, micro to mainframe links, computers for management, and more.

Of course, all the articles are of top editorial and photographic quality. They also deliver the reports to Exame in its final artwork, and Exame has even adopted many of CW Brazil's graphic solutions.

In addition to Exame, the Brazilian Veja magazine has also invited CW Brazil to produce a special report about the computer boom and the International Computer Fair held in Sao Paulo. Veja is Brazil's largest newsweekly, and is also published by Editora Abril. With its quality photographs, tasteful layout, and strong advertiser participation, the Special Report turned out to be a very successful project.

The three CW Brazil staffers responsible for the success of Special Reports are: **NEY SEARA KRUEL**, Publisher; **VICENTE TARDIN**, Writer; and **DITER STEIN**, Art Director. Well done, CW Brazil!

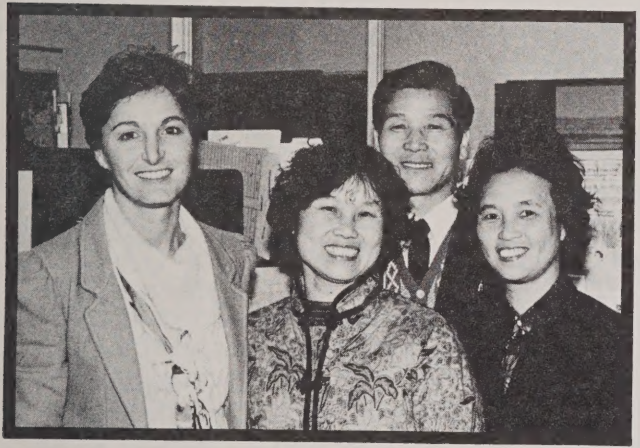
People

ANN DOOLEY, Editor of CW Communications' Computerworld Focus, was a guest speaker at a recent symposium sponsored by the Commonwealth of Massachusetts on "Women in the Work Force." Ann led a workshop on the effects of office automation on employees. The keynote speakers were Governor Dukakis of Massachusetts and U.S. Congresswoman Patricia Schroeder. Congratulations, Ann, and keep up the good work!

On Monday, October 28th, **HE JINGHUA**, **WANG XIREN**, and **CHEN YALAN** visited the Framingham headquarters of CW Communications, Inc. and International Data Corporation. Jinghua, the News Editor of Computerworld China, along with Technical Editor Xiren, and Yalan, an Engineer with the Ministry of Electronic Industry, came to the United States on October 16 to attend WorldCom '85, an international symposium on telecommunications issues and

Continued

communications technology held in San Francisco. After touring the two Framingham facilities, the group enjoyed dinner in Boston and a trip to historic Quincy Market.



From left to right: CWCI Director of International News Services Susan Blakeney, with Chinese visitors, He Jinghua, Wang Xiren, and Chen Yalan.

Promotions

IDG is pleased to announce the promotion of **GAYLE GONTHIER, SARAH FRIEDAH,** and **PHILIP RENTZ** to Senior Credit Analyst. In addition to their current duties, they will be involved in supervision and internal training in the Credit Department. Their media credit experience and credit background have made them valuable contributors to the IDG Credit team. Congratulations on your promotions, and best wishes for continued success!

Micro Marketworld, published by CW Communications, is pleased to announce the promotion of **DEIDRE DEPKE** to Senior Writer. Deidre joined MMW two years ago, and quickly immersed herself in covering the fast-moving microcomputer dealer beat. She currently charts the fortunes of IBM and the IBM-compatible makers, and authors MMW's popular IBM Watch column, which has become a focal point of hot marketing news on the IBM dealer community. Congratulations and best wishes to Deidre for continued success!

New Employees

IDC is pleased to announce that **JAMES YATES** has joined the company as Account Executive in the Southeast Territory. James has spent the last year and a half selling Yates Venture services on the east coast from the Yates offices in Palo Alto, California, and has been spending the last few weeks becoming integrated into the IDC Atlantic Region Sales team. Also, in conjunction with the hiring of James, IDC announces the unofficial opening of IDC Atlanta. James is in the process of moving in, and the office will be opened officially in mid-December. IDC will be sharing the CW Communications/Atlanta facilities. James will be responsible for the sale of all IDC products in the Carolinas, Georgia, and Florida, reporting to **DON BEST** in Paramus, New Jersey. Please join in welcoming James to IDC.

IDC Atlanta is now located at:

1400 Lake Hearn Drive
Suite 330
Atlanta, GA 30319

Welcome to **KEVIN COLLINS**, who has joined the Computerworld Copydesk. Kevin earned a Bachelor's Degree in English from State University of New York, and a Master's Degree in English from the University of Delaware. He taught classes in composition and remedial English for the Delaware English Department. Most recently, he returned from a year in Wakayama, Japan, where he taught courses in business and technical English to native Japanese speakers. Please join in welcoming Kevin to Computerworld.

CWCI is pleased to announce that **BARBARA WIERZBICKI** has joined the Features Group as Associate Editor in charge of Product Spotlights. Barbara brings with her a familiarity with both Computerworld and the computing industry. Most recently, she was Associate Editor at PC Products, where she developed and oversaw the product evaluation and review sections. She also supervised a network of free lancers, and edited their submissions. Barbara worked in the CW building two years ago as East Coast Reporter for InfoWorld. She had been Software/Hardware Review Coordinator for InfoWorld on the west coast. Welcome aboard again, Barbara, and best wishes for continued success!

Wayne Green Enterprises welcomes **CATHERINE KENNY** to the Evergreen Telemarketing Department. Catherine will serve as a Telemarketer, taking sales calls on the One-Write Plus accounting series. She previously worked for Benson's Animal Farm in Hudson, New Hampshire as an Administrative Coordinator, coordinating public relations and marketing efforts. Catherine is presently enrolled at Franklin Pierce College, and hopes to graduate next year with a Degree in Business. Welcome to the WGE team!

Also, a warm welcome to **NANCY RAPPAPORT** of Wayne Green Enterprises, who recently joined the company as Advertising Representative for Tele magazine. Her duties include advertising sales. Nancy was previously employed by the Burban Hospital in Fitchburg, Massachusetts as Director of the Hospice Program. She was a Social Psychologist, working with terminally ill and bereaved clients. Her educational background includes Goddard College in Vermont, followed by a Master's Degree in Education from Harvard Graduate School of Education. Best wishes for much success, Nancy!

Anniversaries

One-Year Anniversaries

Emily Alter, CWCI
Katherine Roco, IDC

Two-Year Anniversaries

James Connolly, CWCI
James Felici, PCW
Joan Sanderson, IDC
Suzanne Young, PCI
Adam Zais, IDC

Three-Year Anniversaries

Ralph Ames, PCW
Jane Boyer, PCW
Eric Brown, PCW
David Bunnell, PCW
William Cox, PCW
Roni Lubliner, LR
Frances Mann, PCW
Harry Miller, PCW
Jacqueline Poitier, PCW
Doris Stranz, PCW
Cheryl Woodard, PCW

Continued

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Four-Year Anniversary

Mary Fleming, CWCI

Six-Year Anniversaries

Janice Bugden, CWCI
Patricia Jaffarian, IDC

Fitness Focus

Shoveling Sense

Each year, right after a heavy snowfall, a number of heart attach deaths occur due to overexertion. If you're past 40, desk-bound at the office, and spend most of your weekends watching television, the American Heart Association advises you to be cautious when shoveling. Here are some suggestions:

- If you're over 40 and healthy, it's alright to shovel, but take it easy. It can strain your heart.
- If you have heart disease, don't shovel without your doctor's permission.
- Don't shovel immediately after eating. Tackle the snow before you eat, or an hour after a meal.
- Don't smoke while you shovel. Smoking and cold air causes constriction of the blood vessels. The combination could be lethal.
- Stop shoveling before you're exhausted. Fatigue puts further strain on the heart.
- If you run out of breath, pause until breathing is easier. If you feel a tightness in your chest, quit.

Classified

HOUSE FOR RENT:

Two-bedroom, all new interior house for rent in Wellesley, Massachusetts. Jenn-air kitchen, washer and dryer. Plenty of storage. Close to tennis courts and athletic track. $1,000 plus utilities per month. Call Valerie Bernas at IDC, (617) 872-8200, x334.

FOR SALE:

1976 Toyota Corona, 4-door sedan, 71,000 miles. Some rust, but runs well. New brakes, battery, snow tires. Great city car. $950 or best offer. Contact Sharon Frederick at CW Communications, (617) 879-0700, x322.

FOR SALE:

Extensive public announcement system, not for the beginner. Includes amplifier with case. For further information contact Madeleine Spencer of IDC at (617) 872-8200, x395.

IDG UPDATE

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The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ______________
____

ADDRESS: ______________________
____

YOUR NAME: ____________________

PHONE #: ______________________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________________
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SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to have appear in the IDG Update.

What's New . . . What's New . . . What's New

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 48 December 2, 1985

Network Management Expo Draws Key Users in Chicago

The CW Conference Management Group pulled off another successful Network Management/Technical Control show in Chicago late last month. The two exposition and four conference days drew 1,000 senior network managers and industry marketing people from the midwest region.

NM/TC is a regionally focused show for those directly involved with managing complex voice and data communication networks. "The sessions and expo floor were very well received," commented BILL LEITCH, President of CW/CMG, "and our exhibitors were pleased with the leads they received."

Roy Layton, President of Sears Communications, served as keynote speaker on the opening day of the exposition.

The CW Conference Management Group now directs its focus to the Communication Networks '86 show, opening January 27th in Washington, D.C.

"We expect close to 15,000 people to attend CN, where 300 exhibitors are demonstrating products on two show floors", said BILL SELL, Director of Planning and Operations. "In addition to the CN show floor, we will launch Comm/Mart, the Communications Marketplace. Comm/Mart is a show for resellers of communications equipment, and will be run one floor below the CN show.

NETWORK
MANAGEMENT
TECHNICAL
CONTROL

Spotlight

PCW's Editorial Production Dept.

Susan Ford Ellyn Hament Jim Felici

The Editorial Production Group of PC World Communications in San Francisco, California (which is part of the Production Department) is responsible for the word processing, coding, telecommunications, and typesetting of editorial copy for both PC World and Macworld magazines. They also serve the same function for non-magazine-related copy, such as rate cards, surveys, and in-house ads. In addition, they track copy as it makes its way from Editorial to the Art Department, hounding those who hamper its progress along the way.

Editorial Production Manager **ELLYN HAMENT** is a native New Yorker who moved to the Bay Area ten years ago in pursuit of adventure. Her adventures included earning a B.A. in English from U.C. Berkeley, a stint as Assistant Production Editor for a paper trade magazine, exciting times at pre-Ziff-Davis PC, and her involvement with the start-ups of PC World and Macworld. A devout Motown addict, she also enjoys writing fiction, playing musical instruments, and traveling to exotic places like Tahiti.

JIM FELICI's resume looks pretty much the same as last year, though his hairline has receded somewhat. He has spent his whole adult life in publishing, and it's starting to show! He has signed a book contract for a volume on desktop publishing, which means he can stay immersed in the same line of work, even after they let him go home at night. His friends worry about him.

SUSAN FORD has been a Typesetter/Telecommunicator at PC World for 2-1/2 years. She recently bought a house with her beau, Mitchell. In her spare time she enjoys crossword puzzles, rearranging the furniture, setting off the burglar alarm, rooting around in the garden, and harvesting seeds.

VIRGINIA WEIR (not pictured) runs a word processing service from her home, which is conveniently located down the block from PC World. Because of her two-year-old son, she both needs and enjoys the flexibility of being able to work with a variety of different clients.

More News...

IDC 1985 Fall Exec. Conference

International Data Corporation recently held its 1985 Fall Executive Conference to discuss MIS management issues and strategies. Held at the Fairmont Hotel in New Orleans, Louisiana, the three-day session was designed for senior executives involved with information systems, data processing, corporate planning, corporate communications, finance, office automation, and office technology planning.

Noted authorities presented their insights on market strategies, their evaluation of user needs, and guidelines on how to prepare for tomorrow.

The IDCers who were part of the conference faculty included **AARON GOLDBERG**, Director of Micro Research; **JACK HART**, Vice President of International Services; **HANK JANSON**, Director of Information System Planning Services; **KIM MYHRE**, Director of Communications Industry Research; **PETER ROWELL**, President of IDC; **TOM WILLMOTT**, Vice President of Continuous Information Services; and **WILL ZACHMANN**, Vice President of Corporate Research. Representatives from other companies also comprised the conference faculty.

Promotions

Wayne Green Enterprises has reported the recent promotion of **BRADFORD GROSS** to Director of Sales and Marketing for Wayne Green International, Ltd. Wayne Green International is the manufacturer and marketer of Pico Products, a new line of quality computer peripherals and accessories for IBM, Apple, and other leading microcomputers. As Director of Sales and Marketing, Bradford's immediate responsibility is to organize a manufacturing representative distribution network for Pico Products. Bradford is a 1975 graduate of Franklin Pierce College, where he received a B.A. in Psychology. He earned his M.B.A. from Western International University in 1982. Congratulations, and best wishes for much success!

New Employees

CW Communications/Peterborough has appointed **TERRI HAMILTON** to the position of Publisher of inCider. As Publisher, Terri is responsible for all aspects of the financial, editorial, promotional, and developmental management of the monthly consumer magazine. Terri returns to CW Communications from Mitch Hall Associates of Westwood, Massachusetts, where she had served as Vice President since 1983. Her responsibilities to MHA, which offers representational services to publishers, included planning, directing, and executing sales and marketing campaigns for all computer-related publications. In addition, she conceived, planned, and organized major marketing events for manufacturers, including PC World Expos, Macworld Expos, and other events relating to the Apple computer. Terri joined MHA in 1982 after having served for three years as Director of Sales and Marketing, Conference Management Division for CW Communications. During her tenure in this position, she is credited with having gained substantial increases in yearly sales revenue -- from $200,000 to over $1,000,000. Terri received her B.A. in Business Management from Emmanuel College. She also studied at the University of Rhode Island and Bentley College.

TONY GYLYS, a new addition to IDC, joined the central region as Sales Account Executive in November. He will be based out of the Chicago office, reporting to G.F. Tanham. Tony's responsibilities will be marketing IDC services in the Michigan, Ohio, and Pennsylvania markets. Tony's background has been primarily involved with DP hardware/software sales, with his most recent position in Marketing Voice Messaging Communication Services in the Chicago market. Best of luck in your new position, Tony!

Anniversaries

One-Year Anniversaries

Peter Hutchinson, CWC/P
Judy Walker, CWC/P

Two-Year Anniversaries

Hans Braggaar, CW/Benelux
Hans Gerritse, CW/Benelux
Katherine Whittemore, IDC

Three-Year Anniversaries

Sarah Cox, PCW
Cynthia Hamburger, PCW
Ellyn Hament, PCW
Steve Josselyn, IDC
Adrian Mello, PCW
Patricia Murphy, PCW
Laura McAndish King, PCW
William-Dennis McLeod, PCW
Patricia Navone, PCW
Monica Thorsnes, PCW
Christine Whyte, PCW
Joseph Wollenweber, PCW

Four-Year Anniversaries

Charlie Greco, IDC

Six-Year Anniversaries

Judith LaBarre-Duncan, CWCI

Seven-Year Anniversaries

Jon Michael Lowe, PCI
Diane Utano, IDG

Etcetera

New Address

Effective Saturday, November 23, the IDC office in Santa Monica relocated. The new address and telephone number are as follows:

IDC Santa Monica (L.A.)
3000 Ocean Park Boulevard
Third Floor
Santa Monica, CA 90405
(213) 452-7747

Help the Homeless

A recent study reported that in 1985 there were 10,000 homeless people in Boston, Massachusetts -- about twice the 1983 level. That depressing statistic comes at a time when most of us are giving thanks for a year of relative prosperity. The holiday season can become a little overwhelming, but there is no better way to express appreciation for the good things that we have than to help people who have next to nothing.

Of the local charities for the homeless, one which needs the most support is a home for homeless woman in the South End of Boston called Rosie's Place. Rosie's gets no state or federal funding, nor is it aided by the United Way. It is supported only by donations. It serves lunch to about 50 women, dinner to about 100, and it has 16 beds.

The saddest thing about these women is that they didn't choose homelessness. Many have been forced out of their homes by the gentrification of the South End; others are the victims of mental illness, pushed out of hospitals in budget cuts.

ED WARNER, of CWCI's International Editorial Department, is holding a funding drive throughout IDG to help Rosie's Place. If you can help with a donation of any size, it will be matched by a donation from IDG. Receipts will be provided for those who request them for tax purposes. If you would like to contribute, please send your check (made out to Rosie's Place) to Ed Warner at CW Communications, 375 Cochituate Road, Framingham, MA 01701.

Fitness Focus

Misconceptions About Exercise

Almost everyone has theories about exercise: how to, how not to, when to, how much, why. Where do these theories come from? Many come from our parents and friends, and some are simply some hand-me-down folklore and cleverly designed advertisements. This is fine, as most of them are based on sound, physiological facts. In reality, at least three out of four of these theories are based on ignorance and false beliefs. Here are just of few of those misconceptions:

1. Exercise causes weight loss. -- If you expect to lose weight by simply exercising, you will probably be disappointed. Exercise is important in losing weight, but it's just one part of the process. Diet is the other part.

2. Exercise is bad for the heart. -- Like any other muscle that is exercised, the heart tends to become larger, stronger, and more efficient.

3. Vigorous stretching exercises keep your muscles flexible. -- Vigorous stretching actually causes your muscles to contract rather than relax. So, in practicing stretching movements, make sure you do them slowly and smoothly.

IDG UPDATE

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The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

Classified

COPY EDITOR

InfoWorld has an opening it its Menlo Park office for a Copy Editor. Duties include writing headlines, captions, and pull quotes; editing copy for grammar, style and spelling; formatting and typesetting stories and corrections; and inputting copy. Applicants should have one year of copy editing experience or a journalism degree, an eye for detail, and excellent spelling skills. Applicants should send a resume, cover letter, and salary requirements to Deborah Branscum, Chief Copy Editor, InfoWorld, 1060 Marsh Rd., Menlo Park, CA 94025.

BRIDGE BUFFS WANTED

Looking for two or more bridge buffs who can take thrill-packed lunch breaks. Play with two of CW's more reknowned experts. Graduates of "The Art of Gracious Losing" preferred. For more information, call Nancy at CWCI, (617) 879-0700, x360; or Peter at x404. Tacky cards will be provided.

FRENCH ASSISTANCE AVAILABLE

Planning a visit to Paris soon? Feel free to call me at home for basic orientation or information. I am American, but speak French fluently. Contact Sandra Francisco of IDG France at her home number, 33 3 9802792.

FOR SALE:

1976 Toyota Corona, 4-door sedan, 71,000 miles. Some rust, but runs well. New brakes, battery, snow tires. Great city car. $950 or best offer. Contact Sharon Frederick at CW Communications, (617) 879-0700, x322.

FOR SALE:

Extensive public announcement system, not for the beginner. Includes amplifier with case. For further information contact Madeleine Spencer of IDC at (617) 872-8200, x395.

HOUSE FOR RENT:

Two-bedroom, all new interior house for rent in Wellesley, Massachusetts. Jenn-air kitchen, washer and dryer. Plenty of storage. Close to tennis courts and athletic track. $1,000 plus utilities per month. Call Valerie Bernas at IDC, (617) 872-8200, x334.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Vickie Harding, Assistant Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

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Volume 15, Number 49 December 9, 1985

CW Netherlands Installs Editorial Board

PATRICK MCGOVERN, Chairman of IDG and its subsidiary, CW Communications, installed the Editorial Board of CW Communications in the Netherlands during a dinner party on November 11th at the Amsterdam Okura Hotel.

The Board consists of fourteen policymakers combining different responsibilities within the Dutch Information Society. Among them are several university professors, top government officials, and industrial leaders. The newly formed group agreed in principle to meet twice a year to discuss the actual issues, exchange ideas on a personal basis, and advise CW Netherlands on long-term editorial policy. Chairman of the Board is Professor J.M. van Oorschot, a retired Director of PTT Automatin and KMS (governmental computer buying and service department).

The CW Board aims to contribute toward the growth of an information society within the Netherlands that responds to high economical and social expectations. It acts independently, with CW acting only as a host. Membership is personal and not related to special functions, with the exception of the CW Editor, who acts as a member of the Board.

The CW Board. Sitting (left to right): G.J.M.M. Uphoff, R.Maes, J.M. van Oorschot, Ied Steenweg (CW), Th. van Kooten, Hans Braggaar (CW). Standing (left to right): G.H. Dik, Patrick McGovern (IDG/CW), L.E. Groosman, A.C.A. Dake, W. de Boer, J. Roos, J.P. Kieboom, R.L. Schram, Wout Berends (CW), Wim Koole, (CW).

The installation of the Board marks the second anniversary of CW Communications in the Netherlands, now publishing the weekly Computerworld (circulation of 37,500), and the magazine, PC World Benelux.

More News...

80 Micro & HOT CoCo To Merge

CW Communications/Peterborough has announced plans to merge its two Tandy-specific monthly consumer magazines, HOT CoCo and 80 Micro. The internationally circulated 80 Micro will introduce a monthly Color Computer section in the March, 1986 issue. HOT CoCo will be published as a separate magazine until that date.

HOT CoCo's subscribers will begin receiving 80 Micro with the publication of its March, 1986 issue. 80 Micro is offering HOT CoCo's advertisers and prospects an attractive rate package for advertising in the new Color Computer section, as well as the opportunity to reach the much larger, ABC audited, 80 Micro readership.

According to **JEFF DETRAY**, Publisher of HOT CoCo, "The findings of our research show that many Color Computer owners, if they haven't already, are planning to upgrade to more advanced systems. Most of those owners appear to be leaning toward the Tandy 1000, or another Tandy machine that features the MS-DOS operating system. Others are looking at Tandy's Model 4. HOT CoCo readers will undoubtedly benefit from 80 Micro's coverage of those systems." Jeff added, "Of course, those who are subscribing to both magazines will soon enjoy complete information at a reduced cost."

80 Micro's Publisher, **PETER HUTCHINSON**, points to Tandy owners' "unusually strong brand loyalty" and "increasing sophistication" as the primary reasons for the merger. "80 Micro's readers own, on average, 1.5 Tandy computers," Hutchinson said. "We see a growing need to supply our readers with information on the entire Tandy line, and not just select models. By covering the Color Computer, 80 Micro will become the only all-encompassing Tandy-specific magazine. We've cornered the Tandy market in terms of readership, and the addition of the Color Computer coverage will further insure our status as the 'Tandy Bible.'"

Promotions

ANNE FLEMING, formerly Associate Art Director of HOT CoCo, has been promoted to Art Director of 80 Micro magazine in Peterborough. Anne, who joined CWC/P in March this year, lives with her husband, Mark, in Hancock, New Hampshire.

CWCI's Direct Marketing Services is pleased to announce the promotion of **TERESA HOFFMAN** to Marketing Coordinator, assisting **JANET REILLY** in all list rental functions. In her new job Teresa will be responsible for ordering and tracking mailing lists for PC World, InfoWorld, Computerworld, On Communications, and Micro MarketWorld, as well as Conference Management projects, IDC newsletters, and World Expositions; handling merge/purge programs; weekly tracking of campaign results; and special projects. Teresa started at CW in March, 1984 as the List Rental Coordinator for PC World, and has since taken on Macworld, World Expositions, On Communications, and Micro MarketWorld. Please join in congratulating Teresa on her new position.

CW Communications/Peterborough has named **DEBBIE DE PEYSTER** Editor-in-Chief of inCider magazine. In addition to directing the magazine's editorial staff, she will ensure that inCider remains responsive to its readers' interests, as well as the Apple II marketplace. Debbie had served CWCI since 1983 as Editor-in-Chief of Micro Market-World, where she is credited with having helped the magazine attain its current status as the industry's leading publication for resellers of computer equipment. Prior to that she was News Editor for MMW. Debbie joined CWCI in 1979 as West Coast Bureau Chief for MMW. Prior to her tenure with the company she served for three years as Business and Court Reporter for The Concord Monitor in New Hampshire. Congratulations, Debbie, and best wishes for much continued success!

Debbie de Peyster

Congratulations to **LISA MORSE**, formerly of CW Communications, who was recently promoted to Administrative Assistant for the IDG Chairman's Office. Lisa joined CWCI in April, 1984 as an Assistant Clerk in the Traffic Department. She then moved on to the Advertising Department, where she served as an Administrative Assistant, handling the response deck and acting as backup to the coordinator and manager. Along with her newly acquired responsibilities in the Chairman's office, Lisa has recently moved into a new condominium, and is working on wedding plans for next August. Welcome to the team, Lisa!

Transfers

Effective with the merging of HOT CoCo and 80 Micro in March, 1986, **PETER MONTROSS**, currently of HOT CoCo, will be joining 80 Micro as Sales Manager, giving his attention to special projects and editions.

CHIP MCMASTER comes aboard 80 Micro from HOT CoCo as Copy Editor. Chip joined CWC/P in February, and lives in Harrisville, New Hampshire with her husband and her springer spaniel. A hearty welcome!

New Employees

IDC Data Processing is pleased to announce that **JEFFREY LEOPOLD** has joined the Applications Development Group as a Model 204 Programmer. Jeff recently moved to this area from Huntington, Long Island after graduating from State University of New York at Albany, with a B.S. in Business, concentrating in MIS, as well as a minor in Computer Science. Jeff enjoys bicycling, cooking, and jazz. He plans to try his hand at skydiving this coming spring. Best wishes in your new position, Jeff!

Anniversaries

Two-Year Anniversaries

Judith Danielson, IDC
Jean Kane, IDC

Sixteen-Year Anniversary

William Ford, IDC

Etcetera

New Address

Effective January 5, 1986, CWCI's Hong Kong office will be moving to the following address:

Asia Computerworld
  Communications Ltd.
7/F Kam Chung Building
54 Jaffe Road
Wanchai
Hong Kong

The telephone number remains: 852-5-210395. Telex remains: (780) 72827.

Consider This

General Rules For Christmas Safety

Keep matches, lighters, and candles out of the reach of children.

Avoid smoking near flammable decorations.

Avoid wearing loose-flowing clothes, especially long, open sleeves, near the open flames of a fireplace, stove, or candlelit table.

Make an emergency plan to use if a fire breaks out anywhere in the house. See that each family member knows what to do.

Never burn candles near evergreens on a mantlepiece or table. Burning evergreens in the fireplace can be hazardous. When dry, greens burn like tinder. Their flames can flare out of control, sending sparks flying about a room.

Plan for safety. Remember, there is no substitute for common sense. Look for and eliminate potential danger spots near candles, fireplaces, trees, and/or electrical connections.

Background of the Papermaking Breakthrough

Until the late 18th century, papermaking was a distinctly craft-oriented process. A breakthrough came in the midst of the French Revolution when Nicholas-Louis Robert invented the first papermaking machine.

His invention consisted of an endless wire-cloth belt stretched around two rollers. As the wire was made to travel forward, a stream of beaten pulp and water was distributed on its surface by a paddle which revolved in a vat of beaten pulp.

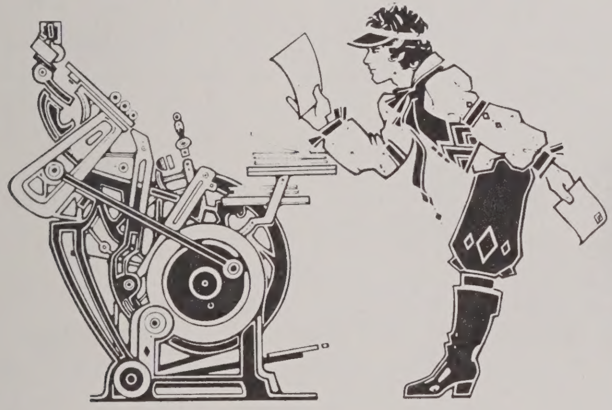
Naturally, much of the water drained through the wire. Further removal of water occurred when the wire and fibrous layer pased through squeeze rolls.

The still wet sheet of paper was removed from the wire by winding it on a roll until a specified length was accumulated.

The next step was to remove the roll, unwind the web of paper, pass it through the press rolls, and then hang it up to dry.

Monsieur Robert did not have the financial backing to carry his invention through to a marketable standard, so it was sold. It passed through many hands before it reached the Fourdrinier brothers of England, who perfected it and made it commercially successful.

The invention of the papermaking machine was one of the major factors leading to the development of papermaking as the tremendous industry we know today.



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TECHNICAL EDITOR

InCider magazine has an immediate opening for a Technical Editor. The functions of this position are as follows: Assure the technical accuracy and desirability of submitted articles and computer programs, debug programs, produce printed program listings, communicate with authors and readers on technical matters, assist staff members in computer operation, write and solicit articles, coordinate theme issues, keep up-to-date on technological developments. Applications should be submitted to Debbie de Peyster, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458.

COPY EDITOR

80 Micro magazine at CWC/Peterborough has an immediate opening for a Copy Editor. In this position, you will edit manuscripts and columns for content, style, and grammar. Strong language skills are a must, as is previous copy editing experience or equivalent. Computer experience helpful but not essential. No call please. Send resume to Judy Walker, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458.

EDITORIAL/TECHNICAL ASSISTANT

RUN magazine, published by CW Communications/Peterborough, has an immediate opening for an Editorial/Technical Assistant. Primary responsibilities include entering onto disk editors' changes to manuscripts, and assisting the Technical Department with its projects. The position also requires editing manuscripts, as well as some recordkeeping and general office work. Applicant must be willing to work with computers and possess good organizational skills. Entry-level position. Apply to Dennis Brisson, RUN Editorial, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458, (603) 924-9471, x410.

ROOM FOR RENT

One bedroom in 3-bedroom, brand-new condo for rent. Share kitchen and living room with two other roommates. Use of full basement for storage. Located in North Uxbridge, off Route 16. $175 per month, plus utilities. No lease. Contact Lisa Morse at IDG, (617) 875-5000, x434.

FOR SALE

1980 Mazda GLC station wagon, tan, 5 speed, 80,000 miles, some rust but good condition. New exhaust system and battery. $2,100 or best offer. Contact Jack Hart at IDC (617) 872-8200.

IDG UPDATE

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What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT:

ADDRESS:

YOUR NAME:

PHONE #:

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS:

SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to have appear in the IDG Update.

What's New . . . What's New . . . What's New

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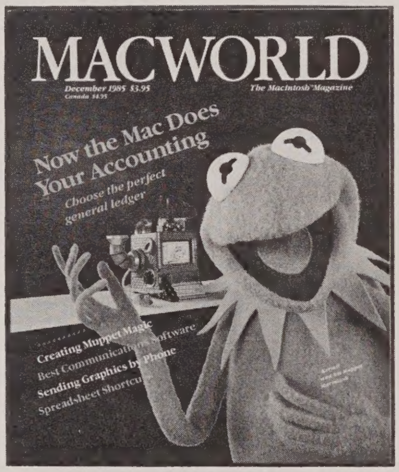
Volume 15, Number 50 December 16, 1985

CWCI Microcomputer Publications Ahead of Market at '85

According to the latest C Systems Ltd. Report, the microcomputer publications of CWCI are making revenue gains and substantial increases in market-share during the first ten months of 1985.

The C Systems Report, which analyzes the advertising revenue of computer publications, supports up to 26 leading microcomputer magazines at a total advertising revenue of 17.3 million, for the first ten months of 1985, a decline of 3.2% over the previous year. One half of the publications on the list declined in revenue and the other half increased. However, of the seven CWCI microcomputer publications, six showed revenue gains with only one, 80 Micro, showing a decline of 8%.

Congratulations to the teams at inCider, with a 4% gain; PC-World, with a 6% gain; InfoWorld, with a 8% gain; HOTCoCo, with a 21% gain; RUN, with a 72% gain; and, heading all publications, Macworld, with a 738% gain!


MACWORLD
December 1985 $3.95
The Macintosh Magazine
Now the Mac Does Your Accounting
Choose the perfect general ledger
Creating Muppet Magic
Best Communications Software
Sending Graphics by Phone
Spreadsheet Shortcuts

Computer News Wins Best Journalist Award

The Second UK Computer Press Awards were announced in late November, at the Claridge's Hotel in London, England. Sponsored by Hewlett-Packard and The Times, these are highly prestigious and much sought after awards, with this year's entries totalling over 350.

Computer News, the weekly newspaper published by CW Communications in London, was one of the

More News...

three finalists in two categories: Best News Journalist (which they won last year) and Best Journal. Computer News was the only weekly title to make the finals in the latter award.

Also, Best News Journalist for the second year running was awarded to CW/UK. **STEPHEN ARKELL** was complimented by the judges for his story sense, accurate research, and balance. The award was all the more pleasing since Stephen had no journalistic experience before joining CW/UK less than one year ago. Thus, **RON CONDON** and **RON COATES** must also take some credit for their excellent training.

Congratulations to Stephen and CW/UK on an excellent achievement in what is becoming a noble tradition!

COMPUTER NEWS

COMMUNICATIONS VACS SEE CENTRE PAGES

Users throw first punch in fight to control standards

Government cuts back support

Data Logic in Sperry deal

Apricot layoffs

Mercury starts price war with BT

More "PC"s than Scotland Yard!

MBS

OUR OFFICES ARE NEAR YOU

COMPUTER NEWS

New Employees

Welcome to **LINDA RUTH**, a new face at CWC/Peterborough, who recently came on board as Single Copy Sales Manager for all CWC/Peterborough magazines. Linda was formerly the Assistant Single Copy Sales Manager for Byte magazine, published by McGraw-Hill. Best wishes, and welcome to the team, Linda!

EDDY GOLDBERG joined the Computerworld staff in Framingham as Senior Writer in late November. Eddy has worked as a freelance writer and editor for the past year, reporting on technology and business in the Silicon Valley of California for publications such as Corporate Times, a monthly Bay Area newspaper, and the Yates Perspective, a monthly IDC newsletter on UNIX-related topics. Eddy previously headed the publications group at Creative Strategies, a high technology consulting and market research firm. In earlier positions he wrote and edited for research and consulting firms. Best wishes for much success, Eddy!

Anniversaries

One-Year Anniversary

Joanne Howard, PCI

Two-Year Anniversary

William Smith, CWC/P

Five-Year Anniversary

Susan Perry, IDG

Consider This

The Nordic Column

The IDG Update staff thanks **LARS MIERITZ** of IDC Scandinavia for submitting his own charming Christmas story for our readers' enjoyment. Here is how it goes:

HOT WINE A LA SANTA

Around this time of year most children's thoughts (and those of some grown-ups too) turn to Santa Claus.

As all children know, Santa lives in Lapland, where he keeps his reindeer in shape during the off-season by taking them out for as many as four laps per day.

Recently, as I sat in my log cabin listening to the whining of the wind, the howling of the wolves and the patter of polar bears in the streets, Santa Claus dropped by.

I threw a few logs onto the hearth and gave him a cup of hot cocoa. As our conversation turned to spirits of Christmases past, Santa divulged his well-kept secret for Hot Wine:

Recipe

1 bottle of red wine
3 thin strips of lemon peel
3 whole cardamoms
3 whole cloves
1 small whole ginger
1 stick cinnamon
1/2 cup raisins
1/2 cup slivered unsalted almonds

Pour one-fifth of the red wine into a pot. Add the lemon peel and the spices. Heat to just below boiling. Keep it at this temperature for ten minutes without boiling. Strain the wine to make an extract. Add to the extract the remaining red wine, the raisins and the almonds, and heat almost to the boiling point.

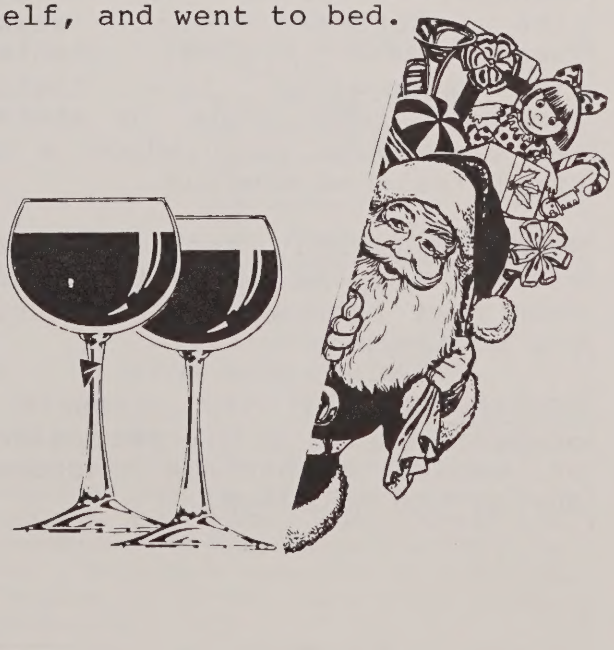
Voila, the Hot Wine a la Santa is ready!

When asked which wine to use, Santa suggested using Chateau Vieux Moulin 1978 from the Graves district in Bordeaux. This wine's young, not yet fully developed, body is particularly enhanced by the aroma of the cloves and cinnamon.

As in the rest of the world where Hot Wine is enjoyed, the Nordic region has found ways of amplifying the warmth-giving effect of the drink. Santa, however, strongly recommends against any deviation from the original recipe, and adds that Hot Wine can be hazardous to your health, especially when driving a sleigh. So leave your sleigh behind if there is any chance of your being confronted with a glass of steaming Hot Wine.

As Santa got ready to leave, he commented that my socks, which I had hung up to dry, needed serious mending if they were to hold any presents. I made a mental note to buy some size 12 socks and let Santa out into the blizzard.

"It ain't a fit night out for man nor beast," I thought to myself, and went to bed.



Fitness Focus

Avoid the Holiday Blues

The holiday season is billed as one of the happiest times of the year. Why, then, do so many people experience the "holiday blues?" What can be done to reduce the impact of holiday stress?

EXPECTATIONS: Unrealistic expectations are one of the chief causes of distress. Many people hang onto childhood fantasies of what Christmas and Hanukkah should be like, and the mass media and advertisers encourage such fantasies. As anticipation builds, so too, can anxiety. Disappointment becomes almost inevitable.

TIME CONSTRAINTS: Entertaining, family and social obligations, and shopping may become more of a chore than the fun they were during childhood. Business responsibilities must be met despite shortened work weeks. These added duties, combined with annoyances like traffic jams and long lines in stores, may be enough to produce a new stress-related symptom.

MONEY PROBLEMS: People who are already having trouble making ends meet become strained during the holidays.

OVERINDULGENCE: The pressure to overeat and to drink excessively at social gatherings increases during the holidays.

THE KEY TO REDUCING THE IMPACT OF STRESS in these areas is to recognize the issues.

- Think about your fantasies and expectations, and try to determine which ones are unrealistic.

- Talk to relatives about their holiday expectations and decide what you can realistically handle this year.

- Plan your time carefully as the season approaches.

- Plan your shopping in advance. Though it may be too late for this year, opening a Christmas Club or special savings account may assure an easier time financially next year.

- Don't overindulge. Maintaining your weight, minimizing alcohol, and sticking to your exercise program will lower your chances of developing the "holiday blues."

Classified

MANAGING EDITOR

CW Communications is launching a new, weekly communications newspaper. As yet untitled, this user-oriented publication will combine a mix of news and features. Responsibilities will include: supervising associate editors and writers; presiding over weekly news meeting; coordinating the daily and weekly flow of news, products, and features; reading all staff-written news copy; helping editor prioritize the appearance of news articles; working with the associate editors to maintain an even flow of copy and ensuring that pages are composed and shipped according to deadline; coordinating travel schedules; and interviewing and hiring new staff. You must possess the ability to interact cordially with the people you supervise, and work well under pressure. You must have two years of professional journalistic writing and editing experience, and experience as a managing editor in the news media. Contact Bruce Hoard at CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700.

CIRCULATION COORDINATOR

The fast-growing International Editorial Department at CW Communications/Inc. has an immediate opening for a Circulation Coordinator in its Framingham office. This person will be responsible for handling all customer support on the recently announced *Computerworld News Service*, the industry's first daily, on-line news product. This position will entail creating and maintaining our circulation list, coordinating billing procedures/receivables of subscription fees, handling telephone and mail inquiries, and providing technical support on the fulfillment of subscriptions. The ideal candidate will have circulation/fulfillment experience and excellent telephone skills, and possess a working knowledge of personal computers. The ability to work independently in a creative environment is a must. Interested parties should contact Susan Blakeney, Director of International News Services, CW Communications/Inc., P.O. Box 880, Framingham, MA 01701.

TECHNICAL EDITOR

inCider magazine has an immediate opening for a Technical Editor. The functions of this position are: assure the technical accuracy and desirability of submitted articles and computer programs, debug programs, produce printed program listings, communicate with authors and readers on technical matters, assist staff members in computer operation, write and solicit articles, coordinate theme issues, keep up to date on technological developments. Applications should be submitted to Debbie de Peyster, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458.

FEATURES EDITOR

CW Communications is launching a new weekly communications newspaper. As yet untitled, this user-oriented publication will combine a mix of news and features. Responsibilities include acquiring, editing and writing feature articles, managing assistant feature editors, developing outside contributors, soliciting manuscripts, setting deadlines, reading and editing outside contributions, writing feature articles. Required is a familiarity with communications industry trends, technology, familiarity with leading industry figures, vendor and independent PR people, and two years of professional journalistic writing and editing experience. Contact Bruce Hoard at CWCI, 375 Cochituate Road, Framingham, MA 01701. (617) 879-0700.

EDITORIAL/TECHNICAL ASSISTANT

RUN magazine, published by CW Communications/Peterborough, has an immediate opening for an Editorial/Technical Assistant. Primary responsibilities include entering onto disk editors' changes to manuscripts, and assisting the Technical Department with its projects. The position also requires editing manuscripts, as well as some recordkeeping and general office work. Applicant must be willing to work with computers and possess good organizational skills. Entry-level position. Apply to Dennis Brisson, RUN Editorial, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458, (603) 924-9471, x410.

COPY EDITOR

80 Micro magazine at CWC/Peterborough has an immediate opening for a Copy Editor. In this position you will edit manuscripts and columns for content, style, and grammar. Strong language skills are a must, as well as previous copy editing experience or equivalent. Computer experience helpful, but not essential. No telephone calls, please. Send resume to Judy Walker, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458.

FOR SALE

1980 Mazda GLC station wagon. Tan, 5 speed, 80,000 miles, some rust but good condition. New exhaust system and battery. $2,100, or best offer. Contact Jack Hart at IDC, (617) 872-8200.

ROOM FOR RENT

One bedroom in 3-bedroom, brand-new condo for rent. Share kitchen and living room with two other roommates. Use of full basement for storage. Located in North Uxbridge, off Route 16. $175 per month, plus utilities. No lease. Contact Lisa Morse at IDG, (617) 875-5000, x434.

FUR COAT FOR SALE

Mink paw coat for sale. Custom-made, approximately size 10, black. Three-quarters length on person 5'6"; knee-length for shorter person. $250. Call Lee White, Computerworld Focus, (617) 879-0700, x517.

HELP FOR THE HOMELESS

On December 21st, the Church of the Covenant on Newbury Street will be sponsoring a holiday party to benefit approximately 100 homeless woman in need, especially during this holiday season. Anyone wishing to contribute toiletries, large carrying bags, edibles, gloves, hats, etc., please contact Audrey Tyler at CWCI in Framingham at (617) 879-0700, x593.

IDG UPDATE

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The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ____________
____

ADDRESS: ______________________
____

YOUR NAME: ____________________

PHONE #: ______________________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________________
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SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to have appear in the IDG Update.

What's New . . . What's New . . . What's New

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

IDG UPDATE

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Volume 15, Number 51 December 23, 1985

IDC Scandinavia Holds Successful Conference

Close to 140 executives representing the major Scandinavian corporations turned out for IDC Scandinavia's second Chief Information Officer Conference. The conference was held on November 26 in the setting of an old picturesque Stock Exchange in Copenhagen, built between 1619 and 1624.

The theme of the conference was information planning and the strategic use of information technology. The morning's keynote speaker was **WILL ZACHMANN** of IDC Headquarters, who incidently was the only non-Scandinavian speaker. In his usual style, Will kept both vendor and user participants on their toes with his humor and insight.

The afternoon session was off to a blazing start when Peter Bidstrup, CIO of ISS - International Service System, one of Denmark's largest corporations, demonstrated the practical use of an Executive Workstation.

IDC
KONFERENCE

The IDC Scandinavia conference was chaired by FREDDY ENGEL.

The conference was chaired by IDC Scandinavia's Director of Product Marketing, **FREDDY ENGEL.** Freddy closed the conference with a short lecture on the role and future of Chief Information Officers in modern organizations. Rather than using the traditional slides, Freddy's entire presentation was created

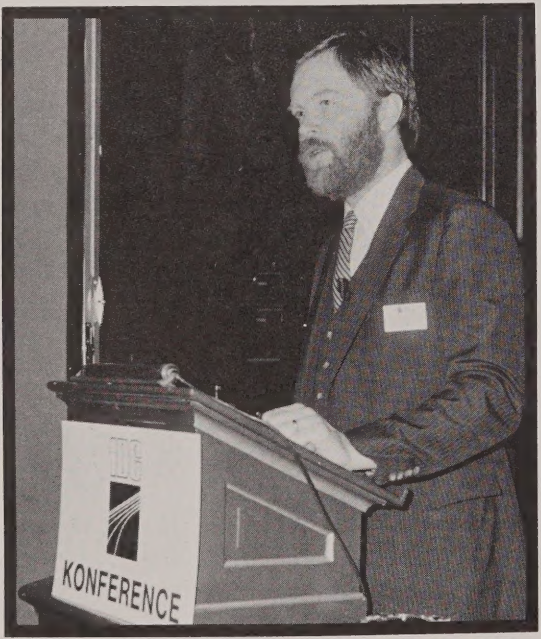
Continued

More News...

IDC Scandinavia

on a personal computer using SMART software. Using this method enables last minute changes to be made, and gives the audience a lively presentation as curtains, fade-ins, text charts and 3-D pie charts are displayed in multiple colors directly from the personal computer onto the giant screen.

Congratulations to everyone in Copenhagen who helped make this conference a smash hit.



IDC's WILL ZACHMANN gave his presentation as the only non-Scandinavian speaker.

INTERNATIONAL DATA CORPORATION

LINK Projects Future PC Use

Twelve percent of all U.S. households will own personal computers by the end of 1985, an increase of 2% over the beginning of this year, according to LINK Resources. What's more, LINK reports that about 2% of America's 87 million households will have more than one computer before this year is out! With over ten million households with PCs, and a forecasted 21 million by 1990, the numbers appear to support predictions of ten to fifteen million people working from their homes or satellite offices at least one day a week by 1990. By that time, LINK'S projections indicate that almost 23% of U.S. households will have at least one computer (with 6% likely to have more than one).

By the end of 1984, 17% of all PCs in households were equipped with modems. LINK'S projections show that by 1990, 58% -- or some 18.4 million household PCs will have modems. And in 1990, in 20% of households with personal computers -- 4.6 million of them -- PCs will be used at least part of the time to help run a business.

State Mutual's

Wellcare

NEWSLETTER

VOL. V, NO. 10 "An ounce of prevention is worth a pound of cure." FALL 1985

Copyright ©1985 The Bob Hope International Heart Research Institute

GO PLACIDLY AMID the noise & haste, and remember what peace there may be in silence. As far as possible without surrender be on good terms with all persons. Speak your truth quietly & clearly and listen to others; even the dull & ignorant, they too have their story.

Avoid loud & aggressive persons; they are vexations to the spirit. If you compare yourself with others, you may become vain and bitter; for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans.

PRESCRIPTION FOR HOLIDAY HUMBUG

Rx: Read one time each day, preferably before breakfast, especially in months of November and December. Do *not* keep out of reach of children. Refill as needed.

Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time. Exercise caution in your business affairs, for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals, and everywhere life is full of heroism.

Be yourself. Especially do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is perennial as the grass.

Take kindly the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome discipline, be gentle with yourself.

You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should.

Therefore be at peace with God, whatever you conceive Him to be, and whatever your labors and aspirations, in the noisy confusion of life keep peace with your soul.

With all its sham, drudgery, and broken dreams, it is still a beautiful world. Be careful. Strive to be happy. ☐

PUTTING THE 'FA-LA-LA' BACK INTO YOUR HOLIDAYS

Make a list of the things you like and don't like about the holidays, and—with your family's help—plan on doing some things differently this year.

- Be realistic. Don't overestimate the amount of time, energy, or money you have available. Don't be afraid to say "No."
- Be independent. Choose how you want to spend your holiday and let your family know your wishes. Do things for others, but don't forget to do things for yourself, too.
- Be imaginative and creative. Consider alternatives and don't be afraid to alter traditions.
- Be flexible. Don't expect too much of others or of yourself.
- Be healthy. Get enough rest, take time to relax, plan time to be alone, and get regular brisk exercise to reduce stress and anxiety. Eat and drink in moderation.
- Live in the living present. Enjoy this holiday season; don't compare this holiday to faded memories of holidays-past. ☐

—Colleen Dolan, M.Ed.,
Providence Medical Center, Seattle, WA

The Frugal Gourmet™

Jeff Smith — the Frugal Gourmet — is best known for his half-hour cooking demonstration series carried by public broadcast stations across the country.

A resident of Tacoma, WA, Jeff has taken special interest in low-fat/low-salt cooking since his recent heart surgery.

My Special Salad

I might as well tell the truth. I threw this one together five minutes before we went on the air one morning. I realized that we needed another dish, and I just grabbed what I could. That is not a bad method for creating salads.

1 15-ounce can baby corn, drained*
1 16-ounce can artichoke hearts, drained and quartered
1 bunch asparagus, blanched, *or* 1 10-ounce package frozen asparagus, uncooked
Salt and pepper to taste
Basic Fennel Dressing (below)
1 head green leaf or red leaf lettuce

Toss the baby corn with the artichoke hearts and cut asparagus. Add salt and pepper and the fennel dressing. Serve over the greens. Serves six.

**Available in Oriental food markets.*

Basic Fennel Dressing

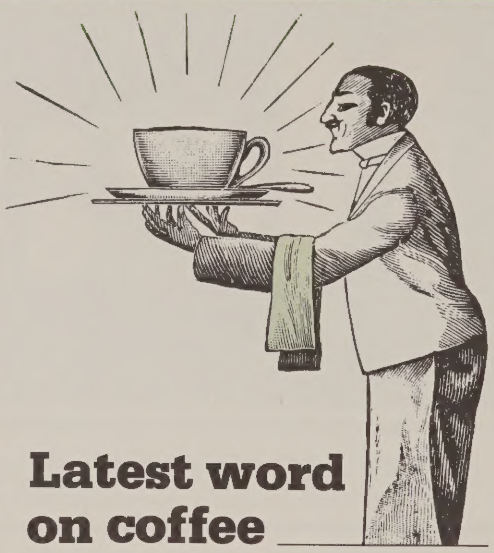
Bottled dressings are strong in flavor and high in price. *The Frugal Gourmet* suggests you prepare a basic dressing and leave it in your refrigerator. It keeps well.

½ cup olive oil
½ cup peanut oil
½ cup red wine vinegar
½ cup white vinegar
1 teaspoon sugar or more to taste
1 tablespoon dry mustard*
1 teaspoon fennel, ground
2 tablespoons lemon juice
⅛ cup dried parsley
Salt and pepper to taste

Blend oils and vinegars. Add a little sugar, mustard, and fennel. Add some lemon juice, parsley, salt, and pepper. Makes 2 cups. ☐

**I like Colman's.*

Copyright ©1985 Jeff Smith



Latest word on coffee

It's still not clear whether coffee consumption is associated with an increased risk of heart disease and cancer; some studies say it is, some say it isn't. Until more is known, the research findings suggest that it's best not to drink more than two cups of caffeinated coffee a day.* ☐

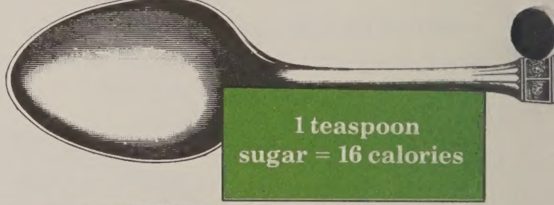
**One of the most recent coffee studies, published in the* Journal of the American Medical Association *(253:1407, 1985) indicates that men who drink more than two cups of coffee a day have blood fat (lipoprotein) profiles that suggest an increased risk of cardiovascular disease. The cause for this possible association has not been determined.*

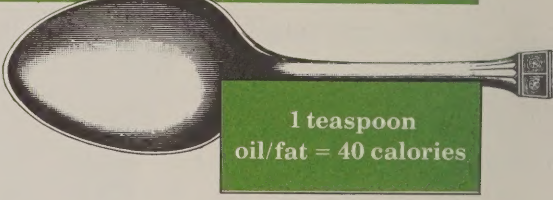
For detailed information on nutrition and cancer, call the following toll-free number and you will be connected automatically to the Cancer Information Service Office serving your area:

1-800-4-CANCER*

*In Alaska call 1-800-638-6070; in Washington, D.C. (and suburbs in Maryland and Virginia) call 202-636-5700; in Hawaii, on Oahu call 808-524-1234 (neighbor islands call collect).

Spanish-speaking staff members are available to callers from the following areas (daytime hours only): California (area codes 213, 714, 619, and 805), Florida, Georgia, Illinois, Northern New Jersey, New York City, and Texas. ☐





'Fat tooth' responsible for excess pounds?

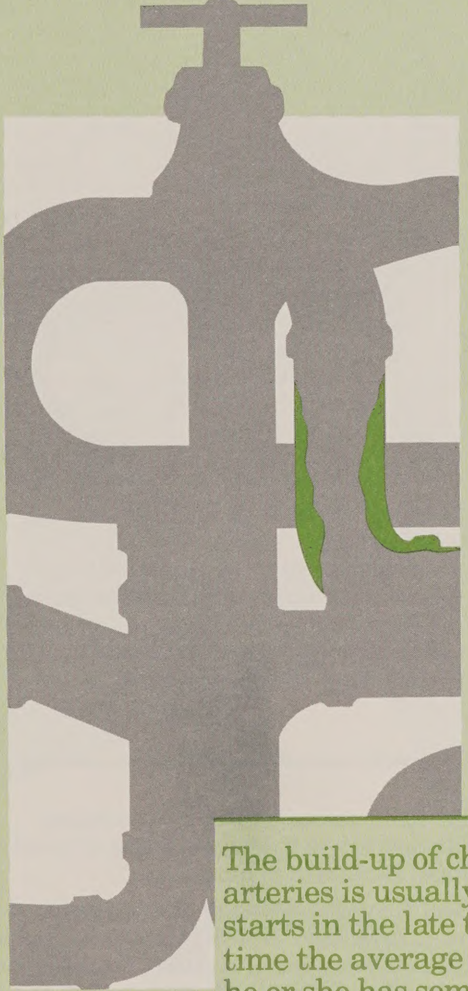
Many nutrition researchers believe it's our "fat tooth" that is responsible for our excess weight, not our sweet tooth. Several studies have shown that overweight people actually crave *less* sugar than their normal-weight counterparts.

Take the University of Michigan and Vassar College study, for example, where obese and non-obese people were asked to rate various combinations of sugar and fat given to them in the form of whipped cream. Those who were overweight tended to prefer the whipped cream that was 34% fat and 4% sugar, while those who were of normal weight preferred the whipped cream that was 8% fat and 21% sugar.

Whatever inclines people to obesity, it is not a taste for sweetness, claim researchers. It's not a "sugar fix" that you're after when you grab a gooey chocolate candy bar, it's a "fat fix." The sugar-substitutes on the market may be helpful to many people, but most will find that they won't lose excess weight until they cut down on oils, butter, margarine, whole-milk dairy products such as ice-cream, and animal fats; and get regular aerobic exercise. ☐

Cholesterol tests... what the numbers mean

Stephen R. Yarnall, MD
Fellow of the American College of Cardiology



The higher your serum (blood) cholesterol level, the greater your risk for cardiovascular problems (in direct proportion to the elevation). There is reasonable scientific evidence that *lowering* your total cholesterol level and *raising* your HDL cholesterol level are very desirable goals.

Cholesterol values in the U.S. population are high and our death rate from cardiovascular disease is high. Therefore, a "normal" American cholesterol value is *not* something to shoot for. *Ideal* values for total cholesterol should be near (or under) 200. Values between 200 and 250 are of slight concern, values between 250 and 300 are of moderate concern, and values over 300 are of great concern. On the other hand, once your total cholesterol level is below 200 —say in the range of 180—there seems to be little benefit in playing the "numbers game" and trying to reduce cholesterol another few points.

Raising your HDL cholesterol level is another laudable objective. Getting regular aerobic exercise, avoiding cigarettes, and restricting the amount of fat in your diet are the best ways to increase your HDL. HDL, as you may know, is the "good" kind of cholesterol that does *not* enter the walls of the arteries. Rather, it acts as a kind of "empty truck" that picks up and hauls away the "bad" cholesterol in the bloodstream.

Values of HDL over 40 are desirable, and values over 50 are usually excellent, depending on the total level of cholesterol. A ratio of HDL to total cholesterol can be calculated, and a ratio of about one-to-three (such as would be obtained with an HDL of 60 and a cholesterol of 180) would be very good. A ratio of one-to-four (such as an HDL of 50 and a cholesterol of 200) would also be very good.

On the other hand, if your HDL cholesterol level is 30 and your total cholesterol level is 300 (a ratio of one-to-ten), the values are poor. The undesirable one-to-ten ratio would also be obtained, however, if the HDL were 20 (poor level) and the cholesterol were 200 (good level). This illustrates that only knowing the total cholesterol value (in this case, 200) is *not* sufficient; it is desirable to measure HDL cholesterol as well as total cholesterol whenever cardiovascular risk assessment is important.

Who should have their blood cholesterol measured? In my opinion, everyone should have their blood lipid (fat) levels checked at least once prior to age 30, and even in the early teens—if there is a family history of problems related to cardiovascular disease or blood chemistries. Thereafter, the frequency of measurement would depend on individual medical judgment based on the initial value, family medical history, and the individual's health, body fat status, lifestyle, and other factors. □

The build-up of cholesterol deposits within our arteries is usually a *very gradual* process that starts in the late teens and early twenties. By the time the average American is 40 or 50 years old, he or she has some narrowing of the major arteries.

Notes

*Ask your doctor to have the lab report your *HDL* value as well as your *total cholesterol* value; you'll want to know what your HDL-cholesterol ratio is. (Labs often don't report this value unless it is asked for.)

*Your doctor might also want to have your blood triglyceride values checked if he or she needs more information about your blood fat levels.

*Your body's response to the food you eat is determined by inheritance, as well as the cholesterol and fat content of your diet.

TOLL-FREE MEDICAL NEWS

The American Medical Association's new hotline (1-800-621-8094) brings you a daily pre-recorded news story that includes taped conversations with health professionals. Recent topics have included handgun control, child abuse, alternative cancer treatments, and the effects of caffeine. Stories run about 60 seconds. □

aerobic exercise

U.S. adults get fit, U.S. kids get fat

American adults are getting fit, and American kids are getting flabby. Some examples:

- The Public Health Service recently examined 9,000 kids in grades 5 through 12 and found that half weren't getting enough exercise to develop healthy hearts and lungs.
- Two out of three U.S. kids can't pass the American Athletic Union's basic tests of physical fitness.
- In five areas of fitness—body fat, flexibility, abdominal strength, upper-body strength, and cardio-respiratory endurance—American kids show either no improvement or a decline in performance, compared with similar studies conducted in the 1960s and 1970s.

WHAT'S THE PROBLEM?

- Physical education isn't required after the eighth grade.
- School athletic programs tend to emphasize team sports—where the "chosen" participate and "unchosen" spectate.
- School health education classes usually don't emphasize the association between lifestyle and the early development of heart disease, cancer, and diabetes.
- Kids are relying more and more on bus and automobile transportation.
- Television, video games, home computers, and other passive activities leave less time for active play. ☐

Taking the pain out of aerobic dance

Most aerobic dance injuries are the result of a *bad floor, bad shoes,* and/or *bad routines.*

Bad Floor: The cushioned hardwood of basketball courts or the special decks in dance academies are best. Carpet over heavy padding is OK. Avoid concrete, linoleum or carpet on concrete, and padded carpet on a wood-over-airspace floor. (The ideal floor surface must provide the correct combination of cushion and stability.)

Bad Shoes: Purchase special aerobic dance shoes (running shoes are not suitable for aerobic dance). Aerobic dance shoes absorb shock, stabilize the foot, and minimize foot twisting. Replace shoes that show signs of tread wear. Don't dance barefoot.

Bad Routines: Forget the "no pain, no gain" adage. Never do any exercise that causes pain; if it starts hurting, stop doing it. Note: studies show that when a dancer increases from three to more than four classes a week, the chance of injury increases significantly. ☐

Source: The Physician and Sports Medicine, Vol. 13, No. 2, February 1985

The information in this publication is meant to complement the advice and guidance of your physician, *not* to replace it. You should by all means discuss any major change in your diet or activity level with your doctor.

This information is not the result of research at The Bob Hope International Heart Research Institute; it reflects research and studies from a *variety* of sources, as credited.

AIRPORT HEALTH CLUBS 'OFF THE GROUND'

At the Dallas/Ft. Worth Airport, waiting for your next plane can be a pleasant and relaxing experience, thanks to Air Vita's new combination "health club, business center, and rest stop."

You can work out on weight-training machines, swim a few laps, get a massage, enjoy a sauna, take a shower, snooze in a private nap room, get your clothes pressed, visit a fruit-juice bar, or simply relax in the lounge. The basic charge is just $15, with additional fees for a massage and rental of sun rooms, nap rooms, and exercise clothing. Soap, shampoo, razors, and other amenities are also available. A year's membership for frequent flyers costs $150.

Air Vita hopes to build centers in major air hubs across the nation and allow members to use any club in the network. ☐

How to compare two running shoes

Alan S. Woodle, D.P.M.

In the shoe store, put a brand of shoe you're considering buying on your left foot and put another brand on your right; compare the fit using these simple tests:

1. Standing, bend your foot at the ball of the shoe to test the shoe's flexibility. A well-fitting shoe will bend where *your* foot bends.

2. Standing, with feet together, twist your upper body to the right and then to the left without moving your feet. A well-fitting shoe will not allow your foot to roll excessively to the inside or the outside. Repeat this test, only up on the balls of your feet.

3. Jump and run in place. A good shoe will feel cushiony and will not irritate your foot at any point.

4. With the ball of your foot flat on floor, try to raise your heel out of the shoe. A well-fitting shoe will grip your heel firmly, without rubbing or irritation.

5. Wiggle your toes. A good fit will allow "wiggle room" but not sliding room.

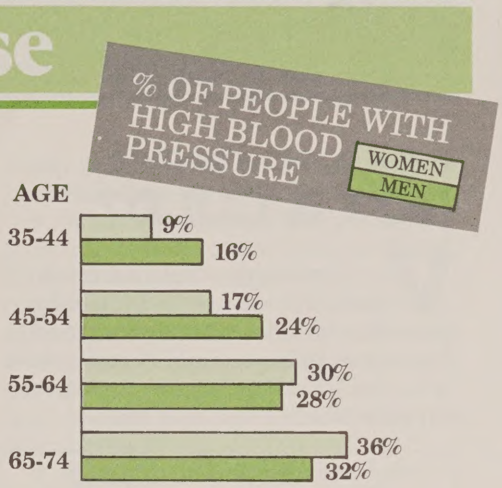
6. Walk around and see which shoe's arch is more comfortable.

7. Look at the shoe's heel counter at eye-level. If the shoe has been manufactured correctly, the back of the heel will align *straight up and down* and not lean inside or outside.

Note: If a brand of shoe doesn't pass your tests, it may not be a bad brand, just a bad fit. Your job is to find the brand and size that fits your particular foot.

TRACE YOUR FOOT

Before leaving for the shoe store, don a pair of athletic socks and trace around your feet on a piece of paper. Before you make a final decision about shoes, set the shoes on top of your tracings and trace around the shoes. See if they match.



Source: U.S. Bureau of the Census

FOILING THE SOCIAL SECURITY SYSTEM

"Our culture says if you work hard all your life you can rest when you get to be 65 or 70. That's wonderful for Social Security because if you do that, you won't collect it for long.

"If you *really* want to break the bank on Social Security, keep moving and keep exercising." ☐

—**Charles Wischman, MD**
Geriatrics Specialist

ESTABLISHING AN EXERCISE PRIORITY

- Exercise must have top priority, one that supersedes everything except your spouse, your children, and the food you eat.
- The excuse of not being able to find the time to exercise is a cop-out. We find the time to sleep because it is mandatory. So is exercise.
- If you don't owe daily exercise to yourself, you owe it to the people who love you—your family and friends.
- It is unfair to think of exercise as taking extra time. It simply doesn't. With the new energy you've got, you're probably sleeping an hour less per night. Your exercise does *not* eat into your working, playing, or leisure time at all.
- Schedule your exercise the day before and then fit your work schedule around *it*. ☐

—**Nathan Pritikin**

WHEN TO SEE A DOCTOR

GOT A COLD?

Viral infections (e.g., common cold, flu) *cannot* be helped by penicillin or other antibiotics. Your doctor can help you *only* if you have a *bacterial* infection (e.g., strep throat, ear infection).

	SIGNS OF VIRAL INFECTION?	SIGNS OF BACTERIAL INFECTION?
Runny nose	Often	Rarely
Cough	Often	Sometimes
Dry cough	Often	Rarely
Fever	Often	Often
Sputum brought up	Rarely	Often
Hoarseness	Often	Rarely
Headache	Often	Rarely
Dizziness	Often	Rarely
Achy muscles	Often	Rarely
There's only one complaint (e.g., sore throat, earache, sinus pain)	Rarely	Often
Can an antibiotic help?	No	Yes
Can a doctor help?	Probably not	Yes

3 BACK SAVERS

- Bend your knees when lifting heavy objects; use your *thigh* muscles, not your back muscles, for most of the work.
- *Pushing* heavy objects is easier on the back than pulling heavy objects.
- When flying, put a pillow in the small of your back. ☐

> "The desire to take medicine is perhaps the greatest feature which distinguishes man from the animals."
>
> —William Osler

'GIFTING' IDEAS

- **Reflective Outerwear.** *Jog-a-Lite, Box 125-BH, Silver Lake, NH 03875.*

Endorsed by Boston Marathon Winners, this company offers a full line of reflective outerwear for the jogger and bicycler, including reflective pants, jackets, vests, raingear, head and leg bands, and shoe tape. There's even a reflective "Jogger's Dog Collar." Parents might be interested in reflective tape and accessories for children's clothing and bikes. Send for their free catalogue, or call toll-free: 1-800-258-8974.

- **Personal Health Profile Guide.** *Personal Health Profile, Inc., 59 Harrington Ave., Closter, NJ 07624.*

Now you can organize your complete medical and dental history records for easy reference. This 99-page guide contains pages and pages of record-keeping forms for you or your child's health records: major and minor medical and dental problems, family medical history, immunizations, medications, drug sensitivities, x-rays, blood pressure readings, and lab tests. The guide also contains information on health insurance, hospitalization, consent forms, common medical abbreviations, a glossary of medical specialists, and 13 clearly drawn anatomical diagrams. Cost: Just $9.99 plus $1.50 postage.

- **Take this Book to the Hospital with You.** *The People's Medical Society, 14 East Minor Street, Emmaus, PA 18049, or call toll-free: 1-800-543-5505.*

This readable, 210-page hospital "guidebook" can help you take an *active, informed* role the next time you are hospitalized. Learn how to: avoid unnecessary surgery and repetitive lab tests, audit your hospital bill for errors, ask intelligent questions of your doctors and hospital staff, decipher medical abbreviations and terms, talk to the right people if you want something changed, read a consent form, and much more! (Don't wait until you have to be hospitalized to read it.) Cost: $9.95.

- **Start Taking Charge Notebook.** *Aetna Life and Casualty, Medical Policy and Programs, Dept. BH, 151 Farmington Avenue, Hartford, CT 06156.*

If you like this newsletter, you'll *love* Start Taking Charge! Developed by the same people, this sturdy 3-ring binder with pockets includes five colorful, wonderfully illustrated 30-page booklets *chock-full* of interesting information and tidbits on nutrition and weight control, aerobic exercise, smoking, stress management, and what to do if you're "under the weather." A self-scored health test and a nifty pocket-size calorie counter are yours, too. The notebook recently received the "Award of Excellence" from the International Association of Business Communicators. Cost: Just $7 each (bulk rates available). ☐

smoking

禁
煙

**Translation: No smoking—in Japanese.*

JAPAN GOES BACKWARDS

While other countries are cracking down on cigarette advertising, Japan's ministry of finance has approved a plan that will give the green light to cigarette commercials on Japanese television. The plan, which is a response to trade pressures from Washington, will benefit U.S. cigarette companies—especially Philip Morris which has 75% of Japan's foreign cigarette market.

Tokyo, by the way, will be the host for the World Health Organization's 1987 conference on smoking. □

MAGAZINES THAT WON'T ACCEPT TOBACCO ADVERTISING

- American Baby
- American Health
- Audubon
- Consumer Reports
- Good Housekeeping
- Modern Maturity
- Mother Earth News
- Mother Jones
- National Geographic
- The New Yorker
- Parents' Magazine
- Reader's Digest
- Runner's World
- Science
- Scientific American
- Seventeen
- Smithsonian
- Sunset Magazine □

alcohol

How to keep your guests from getting smashed

One out of three American adults does *not* drink. Have non-alcoholic beverages on hand such as fruit and vegetable juices, soda pop, and sparkling water.

- Make sure there is seating for everyone. People who must stand tend to be less comfortable and drink more.
- A drink-an-hour schedule is a good rule which allows people to focus on the *activities* and *conversation* rather than on drinking.
- Choose a bartender of known discretion and set rules for him or her to follow: 1) don't push drinks, 2) don't mix doubles, 3) use a jigger for measuring.
- Serve dinner on time. A cocktail hour that is stretched out will compete with, not enhance, the meal; too many drinks and guests won't remember what they ate or how it tasted.
- When a guest has had too much to drink (this shouldn't happen if you follow the above suggestions!), you can politely express your concern by offering a substitute drink such as fruit juice. (This is a gentle way of telling a guest that he or she has reached the limits you have set for your home.)
- Close the bar *at least one hour* before the close of your party. This allows some non-drinking time before your guests start to drive home.

...or smashed up

- Offer guests who are having trouble speaking or who are having coordination problems a ride home or an invitation to spend the night. Or call a cab and insist on paying for it. *Take the car keys away if you must.* These are not social amenities; they could be lifesavers for your friends and for innocent people on the highways.
- Don't drink too much yourself or you won't be able to help others.

WHAT TO LOOK FOR...
THE DWI DRIVER

1. Unreasonable speed (too slow or too fast).
2. Driving in spurts—slow, then fast, then slow.
3. Frequent lane changing and improper passing (taking too long to pass or swerving).
4. Overshooting or disregarding traffic signals.
5. Approaching signals or stop signs unreasonably slow or fast with uneven stop.
6. Driving at night without lights, or delay in turning lights on.
7. Failure to dim lights to oncoming traffic.
8. Driving in lower gears without apparent reason.
9. Jerky starting or stopping.
10. Driving either too close to the shoulder or continually straddling centerline.
11. Driving with windows down in cold weather.
12. Driving with head partly or completely out of window. □

NOTE: The common recognition factor is out-of-the-ordinary driving, or any action which does not appear reasonable or normal under the circumstances.

Can your doctor speak English?

A lot of people are impressed by professionals who use technical jive talk without ever once looking back to see if their words are being picked up and understood by the laypeople who are paying the bills.

Don’t let that sort of talk impress you—not in television repairmen, not in appliance salesmen, and certainly not in doctors.

Even the most revered medical figure who can’t (or worse yet, won’t) speak in an understandable way is wrong. Wrong because by not communicating in your language, he or she isn’t helping you to help yourself, and you are your best healer.

Tell your doctor that you want to be spoken to in everyday, direct, and totally honest English. Don’t accept less. Communication is the most important first step in a healing relationship. ☐

—Take This Book to the Hospital With You *by Charles B. Inlander*

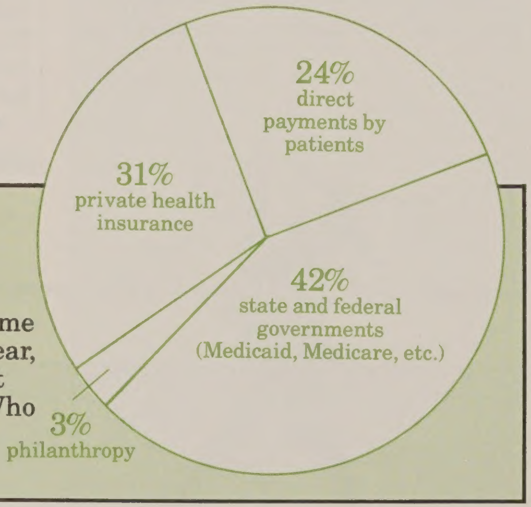
‘ONCE A C-SECTION, NOT ALWAYS A C-SECTION’

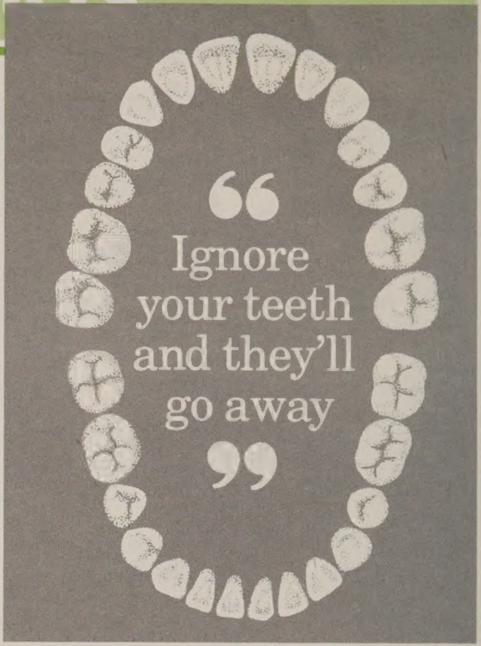
The American College of Obstetricians and Gynecologists has issued new guidelines indicating that many women who have had previous cesarean births may now be able to have normal (vaginal) deliveries. As long as a woman has no recurring condition that makes a cesarean necessary, and as long as she had a “low transverse (horizontal) incision” for prior cesareans, she has a 50% to 80% chance of being able to deliver vaginally.

Cesarean sections have substantially higher morbidity (illness) and mortality (death) rates than normal deliveries, and typically cost more than twice as much. ☐

WHO PAYS FOR HEALTH CARE?

Our nation’s health care bill came to a *whopping* $387 billion last year, according to the U.S. Department of Health and Human Services. Who pays the U.S. health care bill?





“Ignore your teeth and they’ll go away”

TRUST YOUR ‘GUT FEELINGS’

Choosing a doctor

When you look for a new doctor, don’t base your choice solely on his or her training, office location and hours, fees, and billing policies. After meeting with your prospective doctor, listen to your “inner voice.” Trust your feelings and don’t be afraid of acting on them even if it means looking for another doctor. Having a good feeling about your doctor isn’t only important in terms of the doctor/patient relationship, it’s also an essential element of healing and health. ☐

—*Healthworks Northwest*

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People

IDG Contributes to the Needy

A total of $1,020 was donated by IDG employees in the fund raising drive recently conducted by **ED WARNER** for Rosie's Place, the Boston shelter for homeless women. That's quite a sum and it represents great generosity. On behalf of the staff of Rosie's Place, Boston's homeless and myself: "Thank you to you all and best wishes for the new year", states Ed.

Congratulations to **JAMES MARTIN** who was recently promoted to the position of Vice President of PC World Communications, Inc., which took effect December 6, 1985. Jim joined IFW in October, 1984 as Director of Advertising Sales and Marketing, and Associate Publisher. He retains those positions, with his immediate responsibilities remaining unchanged. His contributions to the company's success have been exceptional and we know everyone will join in in wishing him much continued success.

Promotions

CW Communications' Direct Marketing Services is pleased to announce the promotion of **JANET REILLY** to Group Marketing Manager, effective January 1, 1986. Janet joined the Direct Marketing Services department in May, 1983. Since that time she has been instrumental in developing the marketing plans for Computerworld, InfoWorld, PC World, Micro MarketWorld, and On Communications. In the past year she has also been responsible for developing the marketing plans for Conference Management, IDC's newsletters, and the Macworld and PC World Expos. In addition to all that, Janet has become the resident "PC expert" and has coordinated the automation of all CWCI's direct mail planning and analysis systems. Please join in congratulating Janet on her well-deserved promotion!

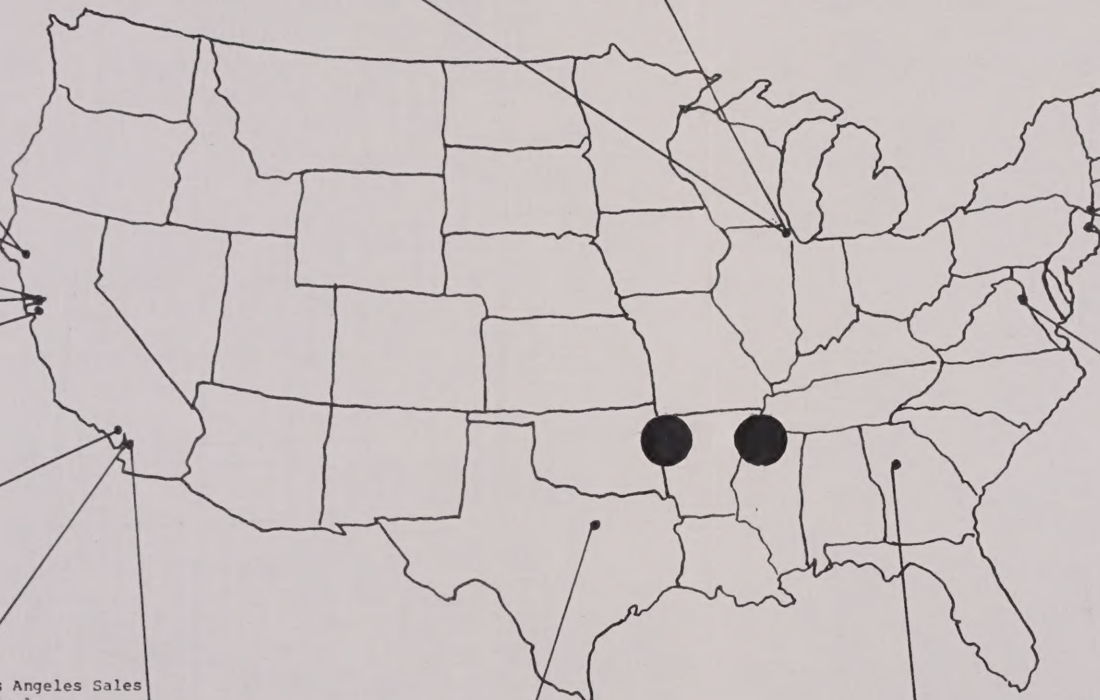
New Employees

InfoWorld, is pleased to announce that **ROB GREGORY** has joined the Paramus, New Jersey office as Regional Manager for the New York/New Jersey territory. Previously Rob was working in New York City with McGraw-Hill's Popular Computing magazine. He also spent two year in the computer magazine field; one year in Dallas and the second in New York City. Best wishes in your new position, Rob!

IDC Data Processing is pleased to announce that **SAM EMMANUEL** has joined the staff as the new Shipper/Computer Operator. Sam has moved to this area from the Bahamas where he attended college. He is currently finishing his studies at Framingham State College, where he is majoring in business. Sam enjoys church activities, tennis and reggae music. Best wishes in your new position!

International Data Group, Inc.

U.S. Office Listing



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Computerworld/San Francisco Sales
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San Francisco, CA 94133
(415) 421-7330

Micro Marketworld
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Menlo Park, CA 94025
(415) 328-8064

Headquarters:
Popular Computing, Inc./InfoWorld
1060 Marsh Road
Suite C-200
Menlo Park, CA 94025
(415) 328-4602

Computerworld/West Coast Editorial
1060 Marsh Road
Menlo Park, CA 94025
(415) 328-8064

IDC/Yates
3350 West Bayshore Road
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Palo Alto, CA 94303
(415) 424-8844

IDC/Santa Monica
3000 Ocean Park Blvd.
Santa Monica, CA 90405
(213) 458-1681

Computerworld/Los Angeles Sales
18008 Sky Park Circle
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Irvine, CA 92714
(714) 261-1230

Micro MarketWorld
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Suite 100
Irvine, CA 92714
(714) 250-1305

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Des Plaines, IL 60018
(312) 827-4433

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Dallas, TX 75240

Computerworld/Atlanta Sales
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Atlanta, GA 30319
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529 N.W. 14th Street
Washington, DC 20045
(202) 347-6718

PC WORLD

CW COMMUNICATIONS/INC.

InfoWorld

LINK

IDC

Consider This

The Best Gift

Now that the Christmas season has arrived, each of us is searching for the "right gift" for family and friends. During our search, let's not overlook the best gift we can give.

Webster defines "gift" as the act, right or power of giving; a special talent or aptitude. In this season of giving, let's be reminded that each of us should give of ourselves each day of the year, not at just one special time.

GENEROSITY: is the abililty to be generous with our time and our talents. Don't always let someone else "do it." We all have a responsibility to make a contribution, to give back to our industry part of what it means to us.

INTEGRITY: We must display an unquestioning feeling that no matter what the transaction, our clients are getting the best for their them, neither more than they can afford nor more than they need.

FAMILY OR FUN: Let's have fun with our families again. It is important to set aside some special time for shared activities.

TALENTS and "gifts" are similar words, but we prefer "talents" to indicate those special qualities unique to each of us. We all possess at least one talent in which we excel. If you haven't found yours yet, take time to discover it and use it!

SINCERITY: can't be faked; people know when someone is being insincere. The best way to develop sincerity is to be yourself and strive to be sincere in everything you do and say.

So as this Christmas season is upon us, let's be conscious of not only the gifts we give, but of the gifts we have. May this holiday season bring to you a renewed enthusiasm in every area of your life!

G GENEROSITY
I INTEGRITY
F FAMILY or FUN
T TALENTS
S SINCERITY

Classified

ADVERTISING SALES REPRESENTATIVE

inCider magazine has an opening in its Menlo Park office for an Advertising Sales Representative for the Southern California territory. Primary responsibilities include selling new accounts, servicing existing accounts, and administering all marketing functions within the territory. Applicant should have a strong background in advertising sales, preferably in the microcomputer market or related fields. Applicants should send a resume, cover letter and salary requirements to Terri Hamilton, Publisher, inCider magazine, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458.

TELEMARKETING ADVERTISING SALES REPRESENTATIVE

inCider magazine has an opening for an experienced telemarketer. Candidates should have strong communication skills and knowledge of the Apple II market. Responsibilities include selling and servicing accounts in an established territory. Applicants should send a resume to Rita Rivard, inCider magazine, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458

TRAFFIC COORDINATOR

CW Communications' Circulation department has a position available for a Traffic Coordinator. The position requires excellent typing and clerical skills and an aptitude for figures. PC experience helpful. Prior traffic experience is not a requirement. Interested applicants should send a resume including salary requirements to Alice Coronella, Traffic Manager, CW Communications, Inc., Box 880, Framingham, MA 01701. No telephone calls please.

CW/CMG SECRETARY

Effective January 1, 1986, CW/Conference Management will have an opening for a full-time secretary. Hours are 9:00 a.m. to 5:30 p.m. with a 37.5 hour work week. CMG is looking for an individual who has experience with office equipment, especially word processing. Duties include: answering phones, typing correspondence, dictaphone, mailings, facsimile and electronic mail, supervision of part-time and temporary personnel, maintaining department files including sick and vacation time, tracking accounts payable, ordering supplies and maintaining warehouse inventory. Other duties as necessary. High school diploma and at least one year full-time secretarial experience required. Word processing and telex knowledge helpful, but will train. Pleasant phone manner needed. Please apply to Nancy Thayer, Manager of Marketing Services, CW/Conference Management Group, Box 880, Framingham, MA 01701. Please send resume and salary requirements. No phone calls please.

HOUSE FOR RENT

Two-bedroom, all new interior house for rent in Wellesley, Massachusetts. Jenn-air kitchen, washer and dryer. Plenty of storage. Close to tennis courts and athletic track. $950 plus utilities per month. Call Valerie Bernas at IDC, (617) 872-8200, x334.

FOR SALE

2 Bridgestone steel-belted radial tires, size 145 x 13, $40.00 or best offer. 2 Michelon steel-belted studded snow tires, 145 x 13, $40.00 or best offer. Contact Linda Bowes at IDG at (617) 875-5000, x445.

FOR SALE

Women's white Raleigh 5-speed bicycle for sale, never been used. Will sell for best offer. If interested, please contact Scott Baum at CWCI/MIS department, (617) 879-0700, x207.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Vickie Harding, Assistant Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

Your Name: ______________________

Company: ______________________

Telephone: ______________________

Text: ______________________

Your job

WHEREVER YOU'RE WORKING, in office or shop,
And however far you may be from the top,
And though you may think you're just treading the mill
Don't ever belittle the job that you fill;
For, however little your job may appear,
You're just as important as some little gear
That meshes with others in some big machine
That helps keep it going, though never seen.
They could do without you, we'll have to admit,
But business keeps on when the big fellows quit!
And always remember, that is if you can,
The job's more important (oh yes) than the man!
So if it's your hope to stay off the shelf,
Think more of your job than do you of yourself,
Your job is important—Don't think that it's not.
So try hard to give it the best that you've got.
And don't ever think you're of little account—
Remember, you're part of the total amount.
If they didn't need you, you wouldn't be there,
So always keep your chin in the air—
O Grocery store checker, mechanic or clerk,
THINK WELL OF YOUR COMPANY, YOURSELF, AND YOUR WORK.

Author unknown

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What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of U.S. and international employees, the IDG Update would not be as effective in keeping its worldwide employees informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ______________
____

ADDRESS: ______________________
____

YOUR NAME: ____________________

PHONE #: ______________________

PLEASE CIRCLE: ("NEWS ITEM", "PEOPLE", "PROMOTION/TRANSFER", "NEW EMPLOYEE", "ANNIVERSARY", OTHER.)

DETAILS: ______________________
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SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

ARE YOU A NEW FACE IN THE CROWD? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us any information including your new position and title, job responsibilities, previous employment, and personal input.

?

HOW LONG HAVE YOU BEEN HERE??? If you would like to be sure you are mentioned when the IDG Update reports weekly on its employees' anniversary dates, simply send us your anniversary date with the number of years with your company. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

Perhaps you know someone who has achieved a RECENT SUCCESS in their own life? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to have appear in the IDG Update.

What's New . . . What's New . . . What's New